SECTION 3: RECOMMENDATIONS

General Recommendations

The following section outlines the final recommendations. Each recommendation aims to implement the study goals of improving mobility and enhancing the quality of life along the corridor in addition to responding to the needs established in the analysis of the existing conditions and the vision for future development created by the participation of community stakeholders.

The study identified eight existing or potential activity nodes along the corridor (as shown in Figure 1-2 located in *Section 1: Introduction*). These activity nodes operated as a major organizing principle for each recommendation category. The recommendations concentrate new development into these activity nodes with mixed-use, mixed-income, pedestrian-friendly development. The activity nodes will begin to emerge with the implementation of the recommendations of this study and completion of the projects and tasks outlined in *Section 4: Implementation*. The built-out activity nodes envisioned house more intensely developed, pedestrian-friendly centers that provide goods and services for those who live, work and play within a half-mile radius of the node. Provided that a balance of market demand and economic incentives support redevelopment of the identified activity nodes, most have the potential to increase the quantity and quality of retail, office, residential and green space.

Pedestrian friendly MLK activity node - Lowery

Activity nodes prioritize pedestrian safety. The study recommends safe, wide sidewalks as well as small neighborhood parks and plazas that make the choice of walking more attractive. Each activity node increases transportation choices for people by adding transit Superstops. These Superstops include covered waiting areas for bus transfers and encourage riders to patronize businesses located in the activity node. Other transportation improvements include pedestrian signals, mid-block crossings, intersection improvements that elevate the needs of pedestrians, median installations and better transit. Finally, buildings located in activity nodes should face the street with windows and entrances for sidewalk traffic. Zoning recommendations would place new buildings with a vertical mix of uses at the sidewalk.

Recommendations for properties that fall between activity nodes will promote more quality housing choices with safe access to goods and services located in the activity nodes. Improved safety comes from wider sidewalks, safer crosswalks, bike lanes, multi-use paths and slower traffic speeds along the corridor. Recommendations also protect existing single-family communities not located within activity nodes from incompatible development.

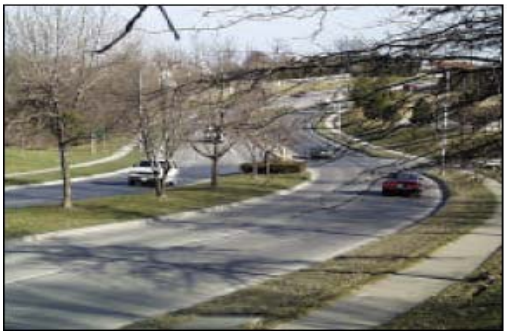
This report organizes the recommendations by segment (Segments 1A, 1B, 1C, 2 and 3) for the following elements: Transportation, Development Opportunities and Urban Design, Land Use and Zoning and Economic Development.

Transportation Recommendations

The transportation recommendations result from extensive coordination with community stakeholders and government officials including GDOT, MARTA and the city staff. Each of these stakeholders provided considerable insight and data. The transportation recommendations are based on the activity nodes concept and increasing mobility and accessibility to/from the nodes. Multi-modal use is also pertinent to the transportation component due to the diverse character of the corridor (pedestrian traffic, schools, MARTA rail stations/bus stops and the proximity of interstates to the corridor).

Summary of Recommended Strategies

The proposed transportation recommendations include raised landscaped medians, pedestrian signals/crosswalks, access management techniques, transit Superstops along with other amenities such as bus shelters, benches, markers, signage, etc. A description of a few of the key measures is as follows:



Example of a raised landscape median

- Raised Landscaped Median - A raised, planted median is an area between opposing directions of traffic planted with grass and shrubs, set off by curbs that inhibit the ability of automobiles to drive across. Openings, or gaps, are left in the medians to accommodate left turns at intersections, make left turns into major driveways, and provide opportunities for u-turns or reversal of direction. ADA-compatible ramps are provided where pedestrian crosswalks traverse raised planted medians. Plantings may vary, but generally are limited to materials that do not inhibit sight distances and are not barriers to errant vehicles. Along MLK Jr. Drive, the proposed medians west of H.E. Holmes would fit within he existing right-of-way and replace the center turn lane with breaks as outlined above. Raised, landscaped medians would provide traffic calming and create a safer environment for motorists and pedestrians. In addition they add beautification that provides relief from the harsh, physical environment currently dominated by pavement and high traffic speed

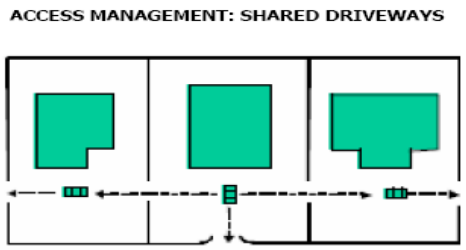
Example of a pedestrian crosswalk with paver

- Pedestrian Signals/Crosswalks – In most cases, crosswalks are designated by signs and pavement markings to focus pedestrians at specific areas where adequate sight distance and warnings exist. Signals are provided to enhance the effectiveness of crosswalks by stopping vehicular traffic to allow pedestrians to cross safely. Marked, painted pedestrian crosswalks are provided throughout the corridor. In most cases, crosswalks occur at intersections and most often at signalized intersections. In many cases, however, pedestrians may cross mid-block where crosswalks are not provided.

None of the currently existing mid-block crosswalks are equipped with pedestrian signals. Well-conceived cross walk signing and marking plans focus pedestrians at specific locations where demand is the highest. Signals further enhance the effectiveness by stopping vehicles.

Example of a pedestrian signal

- Access Management Techniques - Roads and streets provide the dual function of providing access to adjacent property and mobility for those traveling along the roadway. Access management seeks to maintain a safe, efficient balance between these two sometimes-competing objectives. Access management can take many forms, but the general purpose is to eliminate, reduce, or control conflicts between motorists traveling along the roadway and those either entering or exiting adjacent property. Every property along a roadway such as MLK Jr. Drive has a right to adequate access – but not unlimited access. (e.g., elimination of extra driveways/curb cuts, consolidation of driveway/curb cuts, median construction, right in/right out emphasis and inter-parcel access). Currently, the MLK Jr. Drive corridor provides poorly defined driveway access located randomly. The existing condition allows motorists to pull into traffic from a variety of points and angles. The streetscape projects, sidewalk improvements, landscaped medians and other enhancements recommended along the corridor will implement access management by restricting turns in to and out of driveways to specified locations.



- Transit Superstops - Superstops are used at the intersection point of several bus routes and allow bus transfers to occur at locations other than rail stations (although in some cases they are part of rail stations too). Additionally, Superstops may serve as neighborhood focal points. This study recommends their use at the activity nodes that include commercial and mixed land-use conveniences. These Superstops are ideal for integrating mobility stations into existing commercial developments. The location of a Superstop should be in an area where ease of transit vehicles ingress and egress is a priority. Typical amenities found in a Superstop are benches or leaning posts, a trash receptacle, public phones, landscape planters and a transit system information kiosk. The Ashby, Holmes and West Lake MARTA stations currently integrate the bus and rail systems as multiple bus routes converge on each station. The study includes recommendations for Superstops in these locations as a means for enhancing the

Typical Locations for Superstop Development

current setup with the station and does not intend to duplicate the service provided at the stations.

Segment Recommendations

The MLK Jr. Drive Corridor Transportation Study makes transportation recommendations intended to create an attractive investment environment that fosters redevelopment and enhancement of activity centers to improve the quality of life of those who live, work and play along the corridor. High-quality architectural materials and building styles, inviting public gathering spaces, and convenient access to a broad range of consumer services characterize such livable environments. The transportation recommendations for the corridor propose a diverse mix of multi-modal uses and strategies that are consistent with the land use recommendations. Comprehensively, these recommendations facilitate the efficiency of the eight activity nodes and bring consumers, employees and others to these livable environments.

The text and maps on the following pages outline the transportation improvements, strategies and solutions for each segment of the corridor that are being recommended to implement the MLK Jr. Drive Corridor Transportation Study.

Segment 1A Overview

- Raised Landscaped Median (Fulton Industrial Boulevard to Interstate 285) - *median breaks are conceptual at this point and only shown at intersections, but will require more detail.*
- Sidewalk and Streetscape Upgrade/Improvements – both sides of MLK from Fulton Industrial Blvd. to I-285
- Intersection Improvement (correcting bad slope) – MLK at Adamsville Drive
- Traffic Signal Installation – MLK at Adamsville Drive
- Pedestrian Signal Upgrade – MLK at Adamsville Drive, MLK at Bakers Ferry, MLK at Fairburn Road
- Enhancing existing pedestrian network throughout segment (Streetscape and Traffic Calming Improvements such as pedestrian lights, street trees and furniture, etc.)
- Traffic Signal Upgrade/Synchronization – MLK at Fairburn Road
- Transit Superstop at MLK at Fairburn Road Activity Node
- Access Management measures along segment (inter-parcel access, curb cut and driveway consolidation)
- Gateway designations, signage and Wayfinding element throughout segment *(includes the Wayfinding signs and gateway elements at MLK at Fairburn Road, MLK at Interstate 285, the western boundary of the study area and the Adamsville Community, etc.)*
- Extensive coordination with MARTA and GDOT
- Transit Oriented Development (TOD) at Activity Nodes
- Consolidation of bus stops at various locations along segment
- Installation of bus shelters where appropriate along segment

Figure 3-1 on the following page maps the recommended projects. Figure 3-2 depicts the recommended typical section for Segment 1A and 1B.

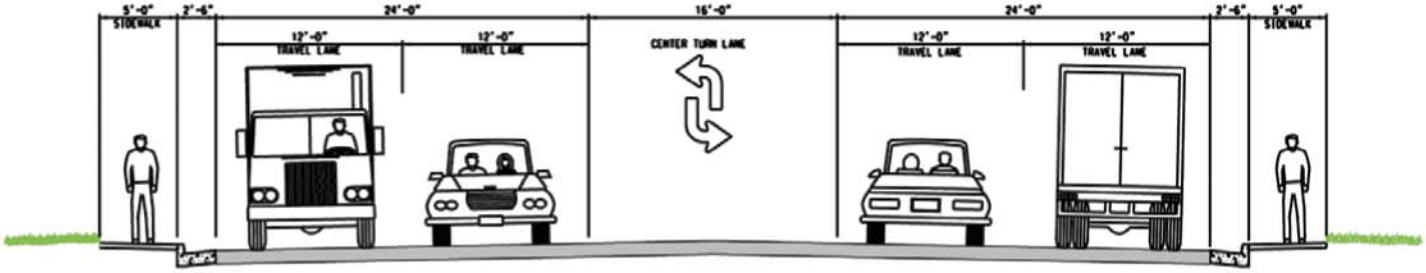
Figure 3-1: Segment 1A - Transportation Recommendations

- Sidewalk/Streetscape Improvements
- Raised Landscaped Median
- Intersection Improvements/Repair
- Signal Upgrade/Improvement
- Signal Installation
- Corridor Gateway
- Bus Superstop
- Pedestrian Signals
- Proposed MARTA Station

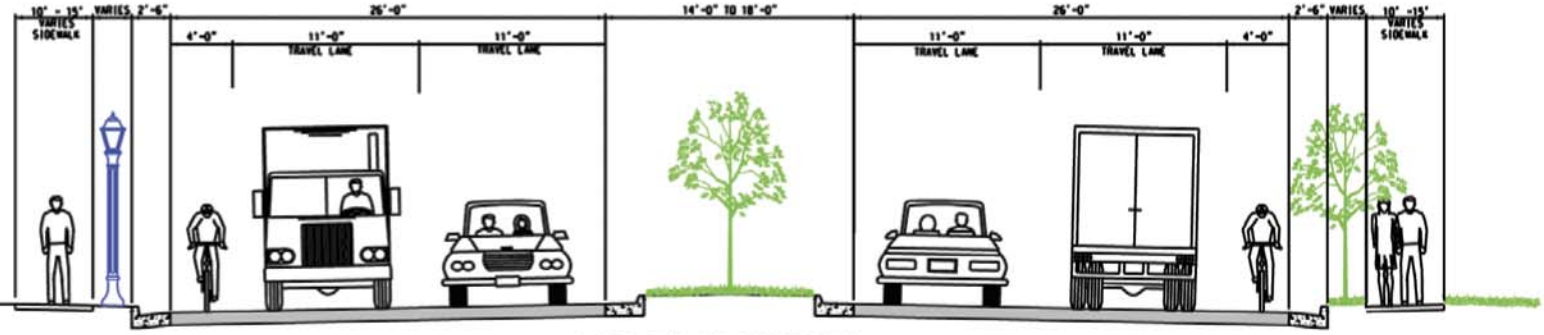
0 0.36 Miles

Martin Luther King Jr. Drive Corridor Transportation Study

MARTIN LUTHER KING, JR. DRIVE CORRIDOR STUDY



F.I.B TO H.E. HOLMES
(EXISTING)



F.I.B TO H.E. HOLMES
(PROPOSED)

Martin Luther King Jr. Drive Corridor Transportation Study
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Figure 3-2: Segments 1A & 1B - Recommended Typical Section

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MARTIN LUTHER KING, JR. DRIVE CORRIDOR STUDY TYPICAL SECTIONS

Segment 1B Overview

- Raised Landscaped Median (*Interstate 285* to H.E. Holmes) - *median breaks are conceptual at this point and only shown at intersections, but will require more detail.*
- Sidewalk and Streetscape Upgrade/Improvements – both sides of MLK from Interstate 285 to H.E. Holmes
- Multi-Use Path – North side of MLK from near I-285 to H.E. Holmes Drive
- Traffic Signal Installation – MLK at entrance to Adamsville Recreation Center and driveway improvements
- Pedestrian Signal Installation – MLK at entrance to Adamsville Recreation Center
- Pedestrian Signal Upgrade – MLK at Lynhurst Drive
- Enhancing existing pedestrian network throughout segment (Streetscape and Traffic Calming Improvements such as Pedestrian Lights, Street Trees, Signage and Street Furniture)
- Transit Superstop at MLK at Lynhurst Activity Node (West Ridge Shopping Center)
- Pedestrian Signal Upgrade – MLK at Linkwood Road
- Transit Superstop at MLK at Holmes Crossing Activity Node
- Pedestrian Signal Upgrade – MLK at Holmes Crossing Activity Node
- Access Management measures along segment (inter-parcel access, curb cut and driveway consolidation)
- Pedestrian mid-block crossing – MLK at Cox Drive
- Pedestrian Signal Upgrade – MLK at H.E. Holmes Drive
- Proposed new MARTA Station at MLK at Interstate 285 (*MARTA project*)
- Pedestrian Signal Upgrade – MLK at entrance to proposed MARTA station
- Gateway designations, signage/Wayfinding elements throughout segment *(includes the Wayfinding signs and gateway elements at MLK at Interstate 285, MLK at the Adamsville Recreation Center, MLK at Lynhurst Drive and MLK at H.E. Holmes Drive)*
- Extensive coordination with MARTA and GDOT
- Transit Oriented Development (TOD) at Activity Nodes
- Consolidation of bus stops at various locations along segment
- Installation of bus shelters where appropriate along segment

Figure 3-3 on the following page maps the recommended projects. Figure 3-2 depicts the recommended typical section for Segment 1A and 1B.

Figure 3-1: Segment 1A - Transportation Recommendations

- Sidewalk/Streetscape Improvements
- Raised Landscaped Median
- Intersection Improvements/Repair
- Signal Upgrade/Improvement
- Signal Installation
- Corridor Gateway
- Bus Superstop
- Pedestrian Signals
- Proposed MARTA Station

Segment 1C Overview

- Pedestrian Signal Upgrade – MLK at H.E. Holmes Drive
- Sidewalk and Streetscape Upgrade/Improvements – both sides of MLK from H.E. Holmes Drive to West Lake Avenue
- Pedestrian Signal Upgrade – MLK at Ralph David Abernathy Boulevard
- Enhancing existing pedestrian network throughout segment (Streetscape and Traffic Calming Improvements such as Pedestrian Lights, Street Trees, Signage and Street Furniture)
- Access Management measures along segment (inter-parcel access, curb cut and driveway consolidation)
- Gateway designations, signage and Wayfinding element throughout segment *(includes the Wayfinding signs and gateway elements at MLK at West Lake Avenue and, MLK at Robert David Abernathy Boulevard)*
- Transit Superstop at MLK at West Lake Activity Node (*currently functions as a Superstop at the MARTA station now and will continue as the hub of an activity node)*
- Extensive coordination with MARTA and GDOT
- Transit Oriented Development (TOD) at Activity Nodes
- New infrastructure must fully address flooding issues that impact area; new projects should provide relief where possible and not aggravate current problems
- Consolidation of bus stops at various locations along segment
- Installation of bus shelters where appropriate along segment

Figure 3-4 on the following page maps the recommended projects. Figure 3-5 depicts the recommended typical section for Segment 1C between Holmes Drive and Barfield Avenue. Figure 3-6 depicts the recommended typical section Segment 1C between Barfield Avenue and West Lake Avenue.


Martin Luther King Jr. Drive
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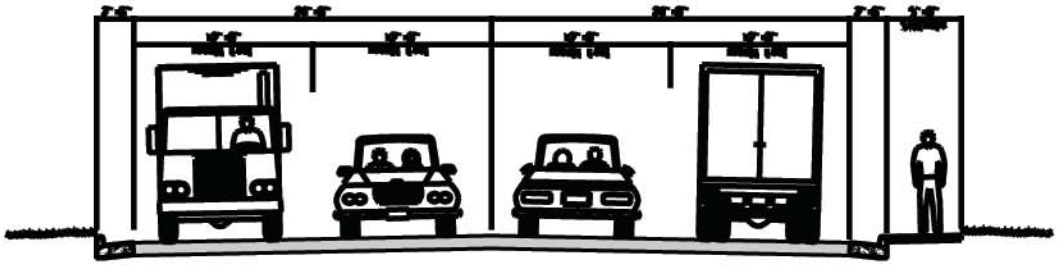
Figure 3-4: Segment 1C - Transportation Improvements

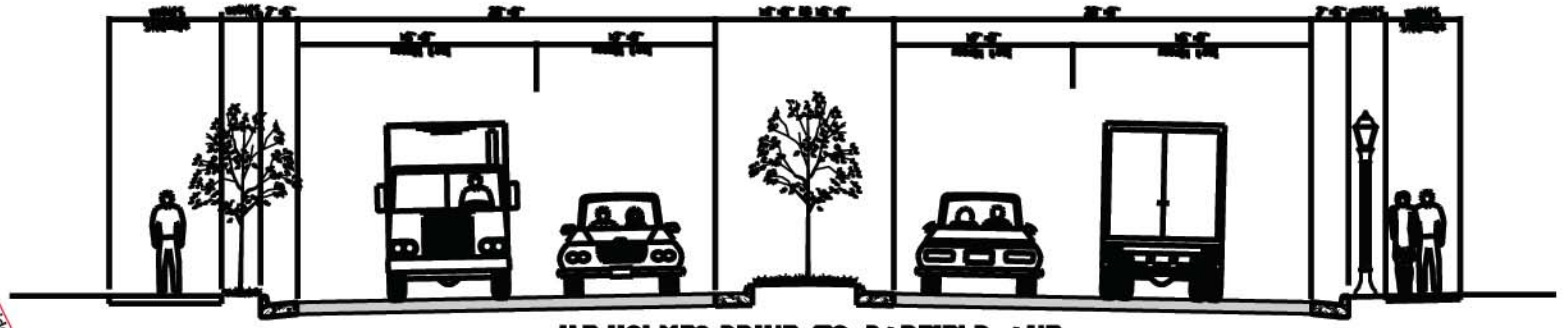
- Pedestrian Signals
- Raised Landscaped Median
- Multi-Use Path
- Corridor Gateway
- Sidewalk & Streetscape Improvements
- Bus Superstop
- MARTA Rail
- MARTA Station

0 0.28 Miles

MARTIN LUTHER KING JR. DRIVE CORRIDOR STUDY



H.E. HOLMES DRIVE TO WEST LAKE
(EXISTING)



H.E. HOLMES DRIVE TO BARFIELD AVE.
(PROPOSED)

Figure 3-5: Segment 1C - Recommended Typical Section
(Holmes to Barfield)

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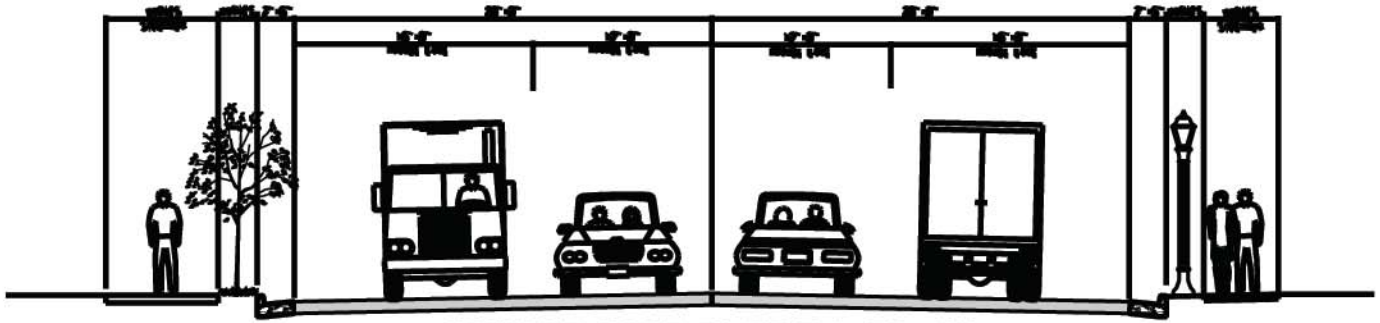
...\Working Typical Sections.dgn 11/3/2005 2:23:17 PM



H.E. HOLMES DRIVE TO WEST LAKE AVE.
(PROPOSED)

Figure 3-6: Segment 1C - Recommended Typical Section
(Barfield to West Lake)

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...\Working Typical Sections.dgn 11/3/2005 2:23:43 PM

Segment 2 Overview

- Pedestrian Signal Upgrade – MLK at West Lake Avenue
- Sidewalk and Streetscape Upgrade/Improvements – both sides of MLK from West Lake Avenue to Lowery Boulevard
- Specifically provide sidewalk and streetscape upgrades and connections on MLK to connect to the BeltLine
- Construct the BeltLine on railroad bed crossing MLK to include trails and transit
- Construct/Build BeltLine stop at MLK crossing
- Development of activity node – MLK at West Lake Avenue
- Pedestrian Signal Upgrade – MLK at Chappell Road
- Enhancing existing pedestrian network throughout segment (Streetscape, Gateway and Traffic Calming Improvements such as Pedestrian Lights, Street Trees, Signage and Street Furniture)
- *Narrow entrances to segment along with special paving (color and texture)*
- *Potential for a raised pedestrian speed hump/crosswalk (mid-block) to reduce vehicle speed*
- *Coordination with local police (traffic division) for speed limit enforcement*
- Access Management measures along segment (curb cut and driveway consolidation)
- New infrastructure must fully address flooding issues that impact area; new projects should provide relief where possible and not aggravate current problems
- Pedestrian Signal Upgrade – MLK at Burbank Drive
- Pedestrian Signal Upgrade – MLK at Morris Brown Drive
- Monuments, signage and Wayfinding elements throughout segment
- Extensive coordination with MARTA
- Transit Oriented Development (TOD) at Activity Nodes
- Consolidation of bus stops at various locations along segment
- Installation of bus shelters where appropriate along segment
- Improve the PATH between West Lake MARTA Station and the BeltLine to fill in the gaps where the PATH currently shares the street with automobiles

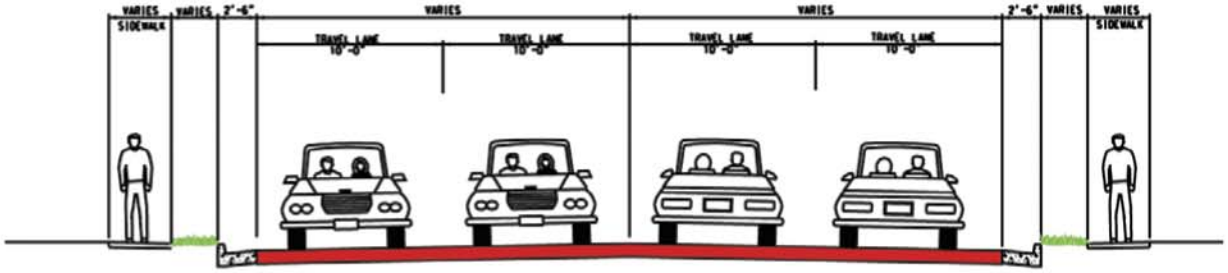
Figure 3-7 on the following page maps the recommended projects. Figure 3-8 depicts the recommended typical section for Segment 2 between West Lake Avenue and Morris Brown Drive.

Figure 3-7: Segment 2 - Transportation Recommendations

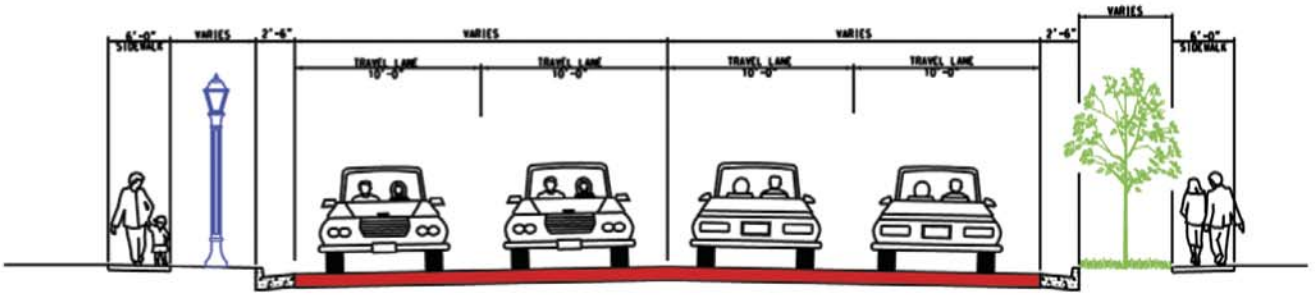
- Pedestrian Mid-Block Crossing
- Sidewalk/Streetscape Improvements
- Pedestrian Signals
- Beltline Route
- City Council Boundary
- MARTA Rail Line
- Corridor Gateway

0 0.3 Miles

MARTIN LUTHER KING, JR. DRIVE CORRIDOR STUDY



WEST LAKE TO MORRIS BROWN DRIVE
(EXISTING)



WEST LAKE TO MORRIS BROWN DRIVE
(PROPOSED)

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Figure 3-8: Segment 2 - Recommended Typical Section

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TYPICAL SECTIONS

Segment 3 Overview

- Pedestrian Signal Upgrade – MLK at Lowery Boulevard
- Sidewalk and Streetscape Upgrade/Improvements – both sides of MLK from Lowery Boulevard to Northside Drive
- Transit Superstop at Lowery Activity Node (*currently functions as a Superstop at the MARTA station now and will continue as the hub of an activity node)*
- Pedestrian Signal Upgrade – MLK at Brawley Drive
- Enhancing existing pedestrian network throughout segment (Streetscape and Traffic Calming Improvements such as Pedestrian Lights, Street Trees, Signage and Street Furniture)
- Access Management measures along segment (curb cut and driveway consolidation)
- Pedestrian Signal Upgrade – MLK at Walnut Street
- Pedestrian Mid-Block Crossings at various locations
- Transit Superstop at Vine City Station (Northside Drive at Maple Street) (*currently functions as a Superstop at the MARTA station now and will continue as the hub of an activity node)*
- Pedestrian Signal Upgrade – MLK at Northside Drive
- Gateway designations, monuments, signage and Wayfinding element throughout segment *(includes the Wayfinding signs and gateway elements at MLK at Lowery Boulevard and MLK at Northside Drive)*
- Extensive coordination with MARTA
- Transit Oriented Development (TOD) at Activity Node
- Consolidation of bus stops at various locations along segment
- Installation of bus shelters where appropriate along segment

Figure 3-9 maps on the following page maps the recommended projects.

Figure 3-9: Segment 3 - Transportation Improvements

- Pedestrian Signals
- Pedestrian Mid-Block Crossing
- Bus Superstop
- Sidewalk/Streetscape Improvements
- MARTA Rail Station
- MARTA Rail Line
- Corridor Gateway

Development Opportunities and Urban Design

Summary of Recommended Strategies
The following text summarizes the recommendations for the development opportunities and urban design and for each segment. The recommendations emphasize enhancing the public realm. The development opportunities and urban design recommendations outlined in this section include strategies and policies pertaining to the corridor as well as specific development guidance for the activity nodes.

General Strategies and Policies
The following strategies aim to improve the public realm:

- Protect any and all environmentally sensitive areas (open space, floodplains) in order to benefit overall quality of life
- Develop a 10 to 12-foot-wide multi-use path along the corridor (Segment 1B).
- Create a community park (Segment 1A) as part of the long-term redevelopment of the corridor.
- Establish neighborhood parks as part of long-term development of the corridor.
- Establish gateways and signage to create a sense of place to ensure that people experience a sense of arrival.
- Improve sidewalks and streetscapes.

The following policies aim to enrich the public realm include:

- New developments should be required to provide parks and plazas, rather than unusable vacant lots (as part of new development)
- New buildings should be built to the sidewalk with entrances opening to the sidewalk
- Gateway elements should be incorporated into new developments and public infrastructure improvements
- Wayfinding measures should be incorporated throughout
- Traffic calming measures should be incorporated throughout
- New buildings built buildings adjacent to parks should be required to provide front entrances and windows that face the park

Activity Node Development
This section organizes development guidance and recommendations by activity nodes within each segment. It begins with the segments located to the west and moves to the east with each activity node.

Segment 1A Overview (Fulton Industrial Boulevard to Interstate 285)

MLK Jr. Drive at Fairburn Road Activity Node

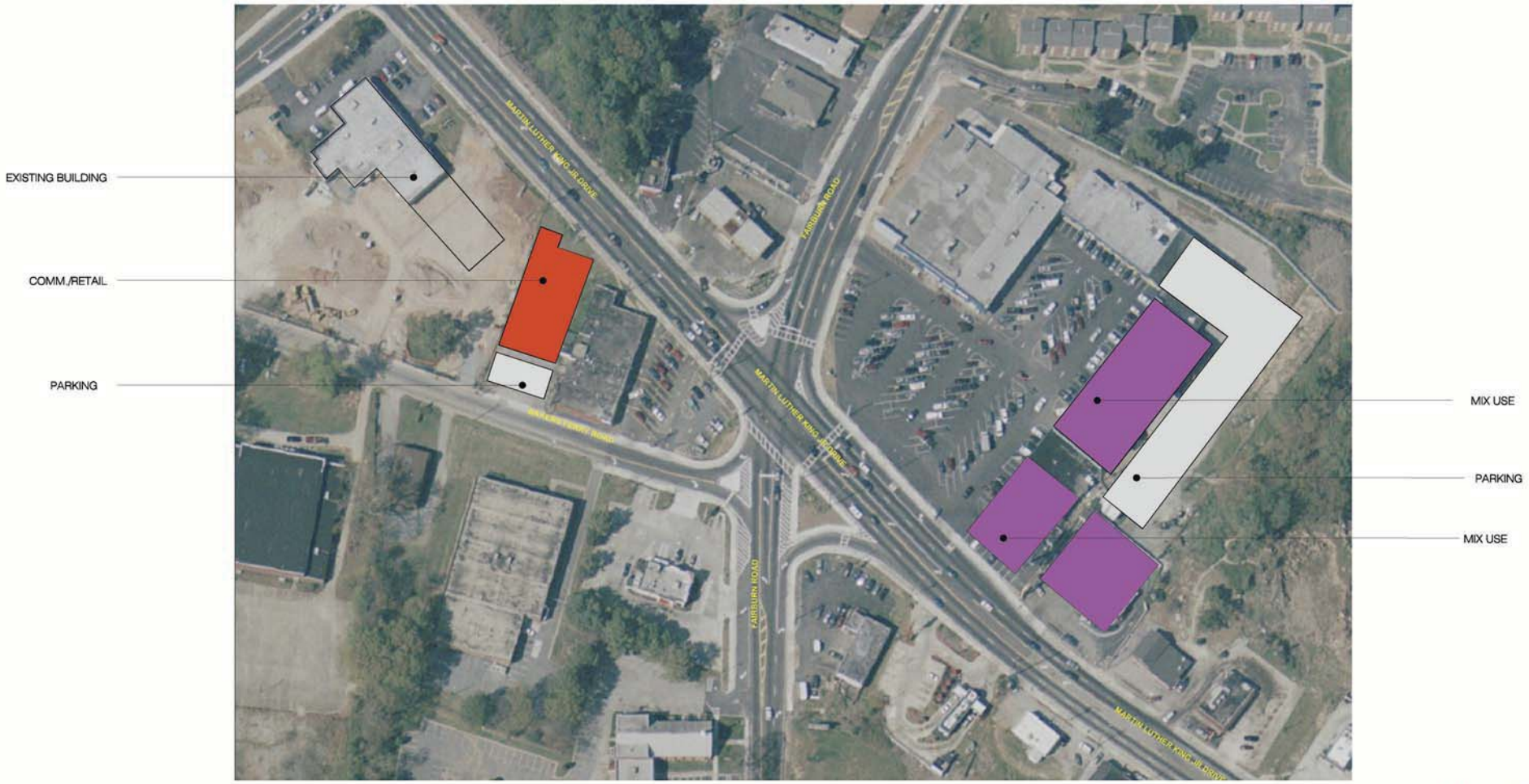
- Increased development intensity and mix of land uses at Fairburn Road intersection
- Additional residential development to support existing and proposed commercial/retail uses
- Proposed development to be planned/completed in phases
- Proposed development brought closer to sidewalks/street edge
- More green space planned for existing and proposed buildings

Much of the proposed development recommended for this activity node occurs at the intersection of Fairburn Road and MLK Jr. Drive, while also addressing existing vacant and occupied properties facing Bakers Ferry Road. The key element at this activity node is the existing Collier Heights Shopping Center.

The intersection design presents a challenge for both pedestrian and automobile traffic. The intersection creates five street corners lined with buildings set far behind parking lots and other empty undefined space. On a positive note, it also creates a triangular-shaped traffic island that community groups maintain with landscaping.

While working with a current owner for the shopping center site, the initial development strategy, shown as Phase 1 in Figure 3-10, focuses on adding rooftops that will then provide the nearby customer demand that would warrant long-range redevelopment of the entire site into a mixed-use center. The recommended direction includes adding residential with commercial/retail, preferably mixed-use spaces in stages that over time create an area of concentration with medium density. Phase 2 is shown in Figure 3-11.

New development should begin with new structures on the southwest corner of Fairburn Road and Bakers Ferry Road and on the southeast corner of MLK Jr. Drive and Fairburn Road. Initially, the Collier Heights Shopping Center parking lot should remain in order to maintain current access and exposure. Otherwise the activity node design strengthens the street edge of the MLK with a combination of existing and proposed buildings, new required parking to the rear of the buildings and selected green space. Site design for rear parking must provide for easy surveillance of the parking areas from buildings located around it. Simple design solutions can contribute to making these lots as safe as those located between the shopping center and the street..



	Fairburn Road Segment		
Total Site Acreage	N/A		
Total Commercial ft²	58084	Total Commercial Units	N/A
Total Residential ft²	91274	Total Residential Units	122
Total Parking ft²	35463	Total Parking Units	119
Total Green Space ft²	25765		

N

0 25' 50' 100'
SCALE: 1"=50'-0"

Figure 3-10: Segment 1A - Development at Fairburn Road Activity Node (Phase 1)

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Figure 3-11: Segment 1A - Development at Fairburn Road Activity Node (Phase 2)

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Civic and Open Space at MLK Jr. Drive/Brownlee Road

- Build six-acre park on vacant property on the southwest corner of the intersection
- Connect new park to Margaret Fain Elementary School with greenspace
- Develop new single-family homes that would match the existing neighborhood scale and face the new park and provide surveillance to increase safety.

Civic and institutional uses share the intersection of MLK Jr. Drive and Brownlee Road. The triangle created by MLK Jr. Drive, Brownlee Road and Delmar Lane is home to two churches. The Adamsville-Collier Heights Branch Library sits on the southeast corner of the MLK Jr. Drive/Brownlee Road intersection. As shown in Figure 3-12, the study recommends adding a new six-acre park on the southwest corner of the intersection adjacent to the library. The greenspace would connect to the Margaret Fain Elementary School located one block to the north (see potential greenspace map in appendix) by adding enhancing the city owned former recreation center and acquiring the lot located between the former center and MLK Jr. Drive. This would create a swath of greenspace that would link the new six-acre park to the library, former recreation center and to the elementary school.

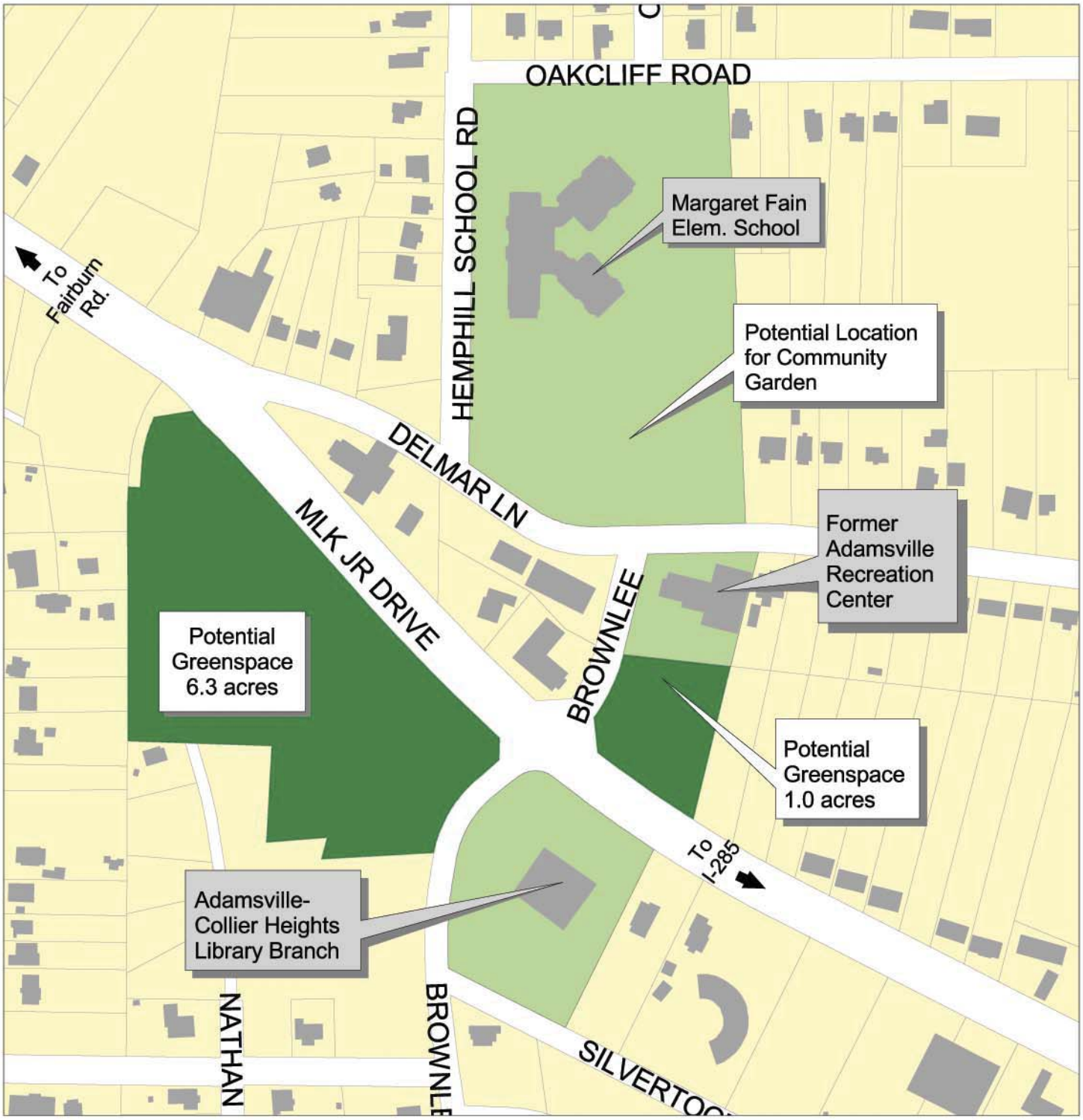

Figure 3-12: Segment 1A - Potential Greenspace at Brownlee Road

Building Footprints (2004)
Public Property
Potential Greenspace
Parcels

200 0 200 400 Feet

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Segment 1B Overview (Interstate 285 to H.E. Holmes Drive)

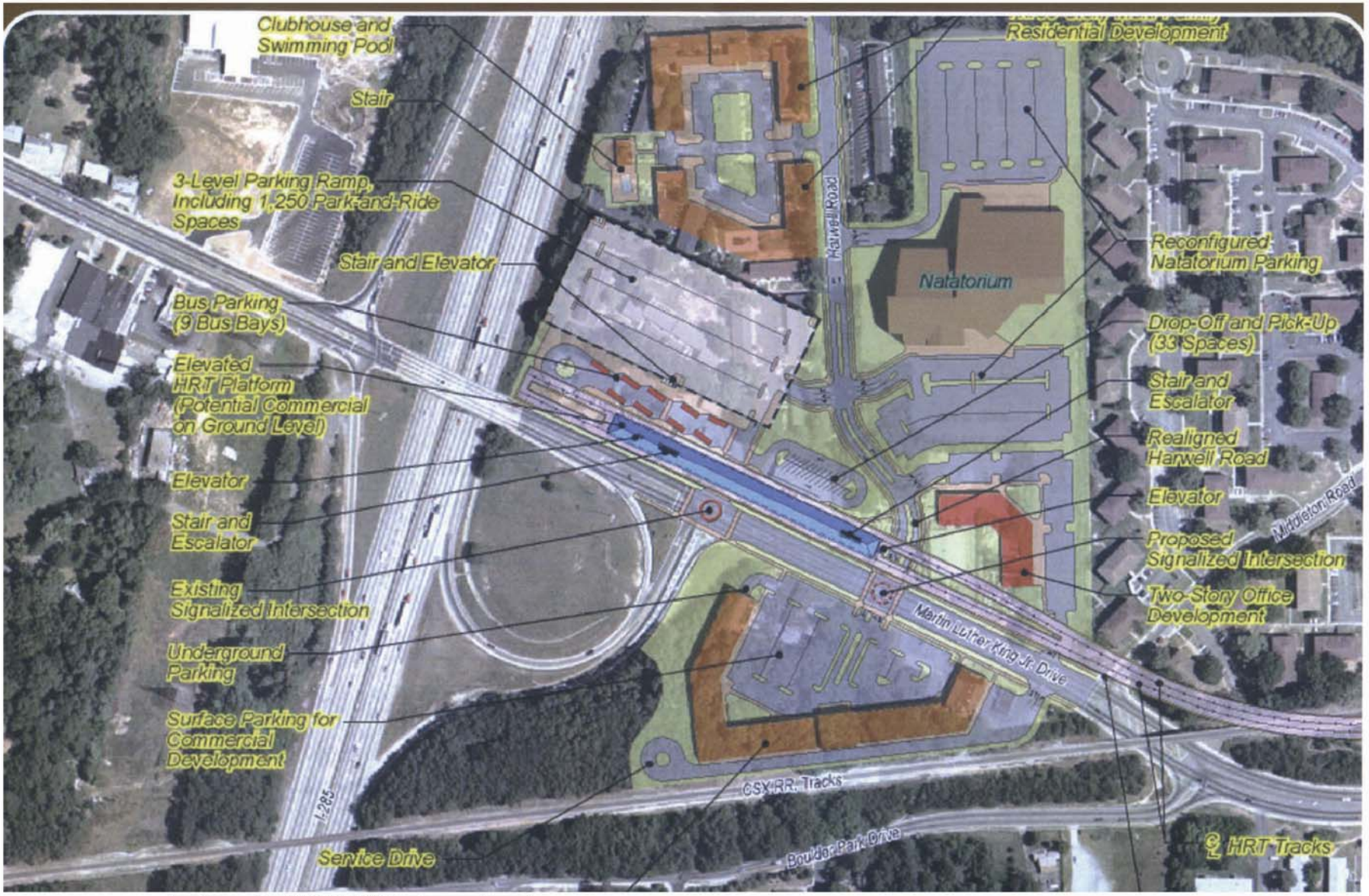
Proposed MARTA TOD Activity Node (at Interstate 285)

- Will serve as a gateway development for the corridor
- Will be a mixed-use TOD project (*consistent with MARTA's current plans*)
- Project will enhance the street edge of the corridor

A MARTA Locally Preferred Alternative (LPA) study for the West Line completed in 2003 included a site plan, as shown in Figure 3-13, that placed a new station on the northeast and southeast corner of the intersection of Interstate 285 and MLK Jr. Drive. This activity node TOD offers one of the most exciting and challenging opportunities along the entire corridor. Recommendations for this node include small design edits to the site plan recommended in the MARTA study that will better serve the TOD. These recommendations are shown in Figure 3-14.

The proposal, as recommended for the MLK Jr. Drive Corridor Transportation Study, would add the station as well as develop a gateway entrance to the MLK Jr. Drive corridor. The community supported the TOD for the node outlined in the MARTA plan, but did have concerns about the proposal's dependence on replacing an existing multi-family housing community and the resulting displacement. In response to those concerns the MLK Jr. Drive Corridor Transportation Study recommends amending the MARTA site plan with additional housing, using a building design that strengthens the street edges (and encourages more pedestrian activity), adds shops and commercial/retail and provides efficient parking in locations less visible from MLK Jr. Drive. All designs should find creative methods to discourage crime by providing for easy surveillance.

This plan increases the development intensity with mixed-use residential elements in three to four-story buildings. The plan centers new development among the MARTA station (for buses and rail), the Adamsville Recreation Center and residential blocks with interior parking structures with rooftop green spaces/parks/gardens.



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N

MARTA EXTENSION				
Total Site Acreage	27			
Total Commercial ft²	23436	Total Commercial Units	N/A	
Total Residential ft²	66035	Total Residential Units	87	
Total Parking ft²	167604	Total Parking Units	55b	
Total Green Space ft²	3446			

Figure 3-13: Segment 1B - Development at MARTA TOD Node
Approved Locally Preferred Alternative (LPA) Site Plan

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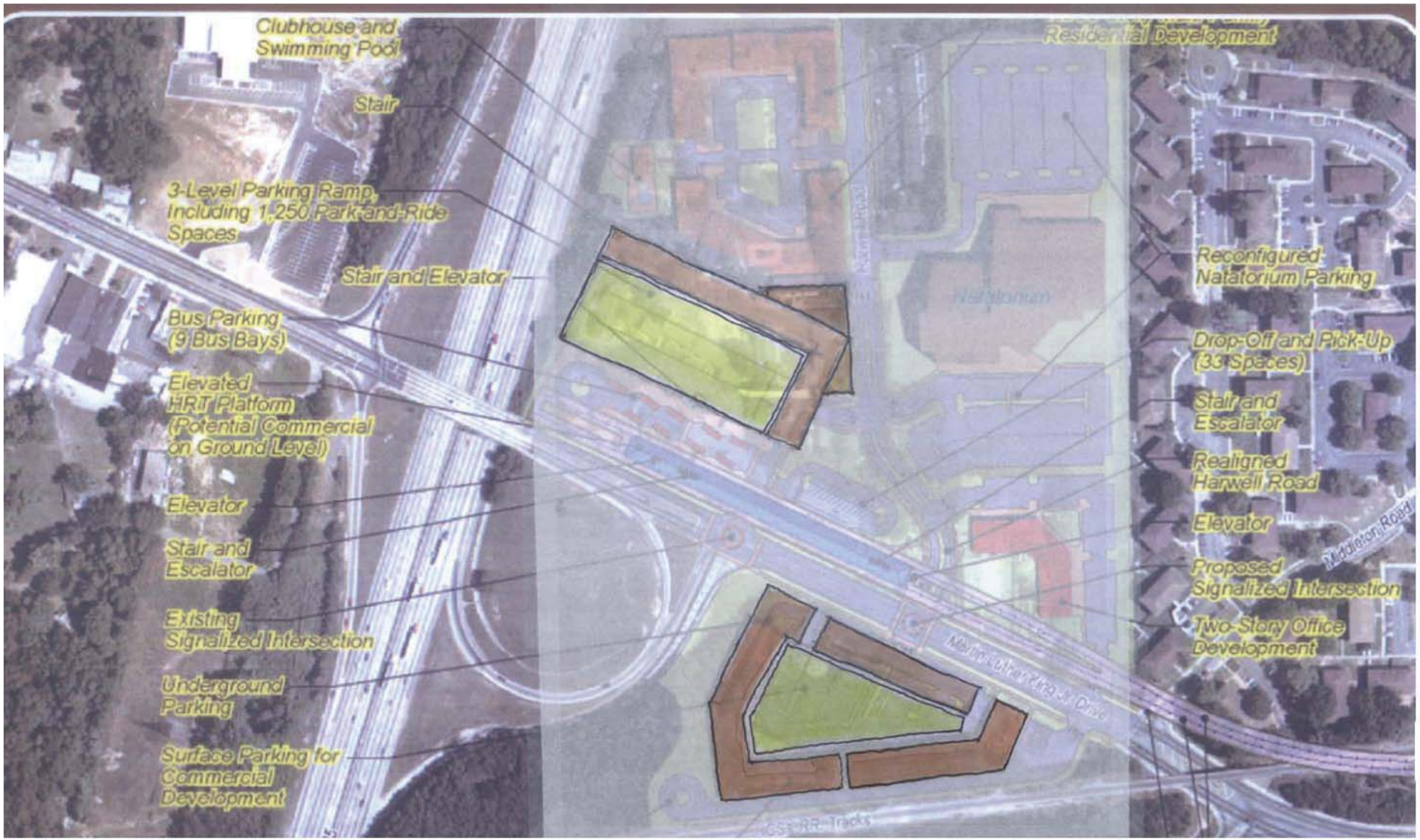

Figure 3-14: Segment 1B - Development at MARTA TOD Node
Recommended Changes to LPA Site Plan

MLK Jr. Drive at Lynhurst Activity Node

- Phased development – with Phase 1 bringing additional residential development to help support proposed and existing commercial/retail
- Phase 2 would create a Town Center approach with Live/Work/Play elements
- Final phase outlined in the H.E. Holmes LCI Study Concept Plan
- Additional green space with minimal disturbance to existing parking
- Proposed improvements connect existing development on the north side of the corridor to the activity node
- Improve property between MLK Jr. Drive and the railroad right of way and create park space that will include the multi-use path connecting Holmes MARTA station to Adamsville Recreation Center
- Proposed renovations to the existing shopping center

The activity node at the intersection of MLK Jr. Drive and Lynhurst Drive centers on the existing West Ridge Shopping Center with more than 170,000 square feet of retail space. The effort was to bring about change and development that would respond to and respect some of the cares and concerns of the existing owner, while also imagining the future redevelopment potential for the entire site. The recommendations focus on bringing in medium density of a mixed-use nature to the site. Adding residents will provide new customers for the existing and future businesses located in West Ridge. The phasing outlined in the diagrams move toward a design direction that would celebrate the existing as much as possible while still bringing more users (more rooftops) to the site. The H.E. Holmes LCI Study outlined the long-term redevelopment goal of the site in the study's concept plan, shown in Figure 3-17.

The owner's concerns included a potential loss or relocation of parking, visibility/exposure from automobile traffic on MLK Jr. Drive and economical – using the existing structures as much as possible. The first phase, shown in Figure 3-15 of recommendations focused on three concerns:

a. Address the unsightly/unkempt nature of the property on the north side of MLK, across the street from the West Ridge Shopping Center MLK Jr. Drive by converting the linear lot into a manicured green space/park with a cultural building/element at its western most end – just slightly off axis with the Lynhurst Drive/MLK Jr. Drive intersection. The green space would include a series of bridges/pedestrian connectors that would allow residents in the multi-family residential communities on the north side of MLK Jr. Drive and the railroad a safe method of crossing the railroad and thus a better opportunity to access the plaza, a place to meet their needs for goods and services (in addition to the bus super stop outlined in the transportation section).
b. The second element of Phase 1 strengthens the existing land use pattern along Lynhurst Drive, south of MLK Jr. Drive, within the plaza – along its western most edge and also strengthens the existing residential edge along MLK Jr. Drive just west of Lynhurst Drive.
c. Adds Transit Superstop (described in detail in transportation section)

Phase 2 focuses on intensification of West Ridge and is shown in Figure 3-16. With respect to its size, location and amount of underutilized area (central surface parking lots) West Ridge has the potential of becoming a mixed-use town center. Phase II adds more residential elements (multi-

family), although little support currently exists for adding multi-family housing to the southwest corner of the shopping center property. Instead, people support maintaining the greenspace along the Lynhurst Drive edge. The plan adds green spaces (town squares), as shown in Figure 3-18, and highlights the Transit Superstop and the renovation of the existing structures.

Again, ultimately the goal is for the site to develop as envisioned in the H.E. Holmes LCI Study concept plan shown in Figure 3-17. Phases 1 and 2 described above provide a look at the first two steps needed to reach that. The LCI study envisioned adding 70,500 square feet of retail over the between 2012 and 2017 as well as 140 multi-family residential units.

LYNHURST NODE				
Total Site Acreage	28			
Total Commercial ft²	176545		Total Commercial Units	N/A
Total Residential ft²	84196		Total Residential Units	114
Total Parking ft²	230199		Total Parking Units	768
Total Green Space ft²	60669			

Figure 3-15: Segment 1B - Development at Lynhurst Activity Node (Phase 1)

Figure 3-16: Segment 1B - Development at Lynhurst Activity Node (Phase 2)

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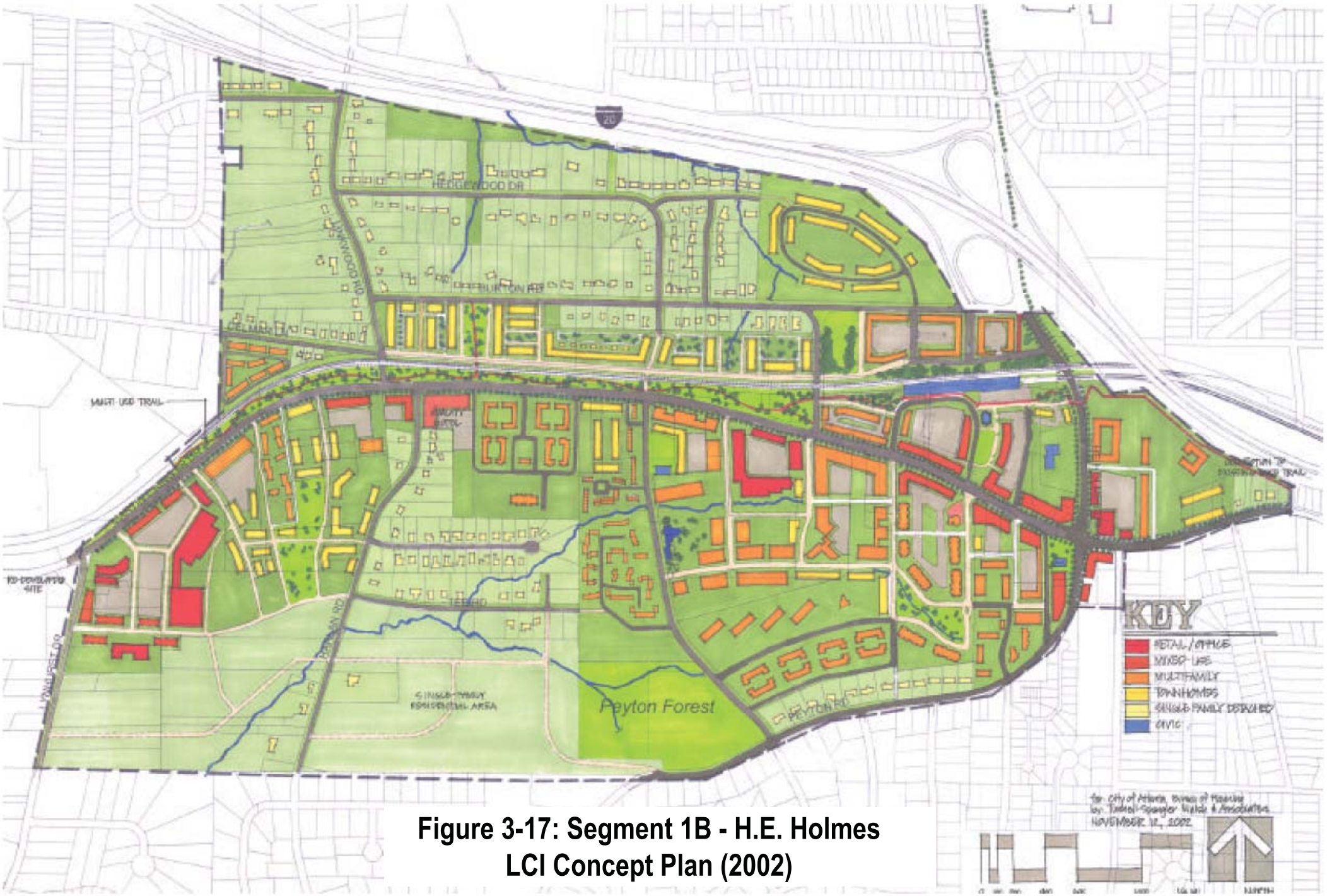

Figure 3-17: Segment 1B - H.E. Holmes
LCI Concept Plan (2002)

Figure 3-18: Segment 1B - Potential Greenspace at Lynhurst Activity Node

Proposed Greenway
Proposed Greenspace
Building Footprint (2004)
Railroad
Proposed Pedestrian Bridge
Parcel

200 0 200 400

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MLK Jr. Drive at Holmes Crossing Activity Node

- Strengthens community/retail edge along corridor
- Supports existing fabric of community, retail and residential elements
- Provides greenspace for different users
- Provides parking within additional areas of asphalt along corridor edge
- Maximizes underutilized existing land

This activity node is located just west of the H. E. Holmes MARTA Station, roughly between Cox Drive and Peyton Place. Shown in Figures 3-20 and 3-21, the node will be seen as an extension of the land use planning direction for MARTA station node. This proposed medium density mixed-use development would be located on both the north and south sides of MLK. One of the major elements of this proposed node would be the triangular shaped green space/park, thus this green 'wedge' becoming the western most point of the H. E. Holmes MARTA station and a center piece of this activity node.

Directly across the street, on the south side of MLK is an existing shopping center that is proposed to remain as is (both the site (parking lot) and building) for the immediate future. One of the primary objectives for this node is to strengthen the street edge and enhance the pedestrian experience. Except for the proposed green space/park edge of the existing shopping center edge, the nodal area has been enhanced with buildings that address the street edge with commercial/retail and the (sometimes both one and two levels) with residential above.

The parking for the commercial/retail elements and the residential will be that of two-level structures, "hidden" from the street, with green spaces/gardens atop. The proposed medium density mixed use land plan would also take a look at creating additional multi-family residential structures with minimal demolition of existing residential structures, but instead making use of underutilized and or variant sizes. The maps on the following pages provide a graphical representation of the recommendations for the Holmes Crossing Activity Node. Figure 3-19 shows the recommendations for the first two floors and Figure 3-20 shows recommendations for the second two floors. Figure 3-21 specifically displays the proposed greenspace.

SCALE: 1"=70'-0"

N

H. E. HOLMES NODE			
Total Site Acreage	27		
Total Commercial ft²	335316	Total Commercial Units	N/A
Total Residential ft²	438082	Total Residential Units	582
Total Parking ft²	444355	Total Parking Units	1479
Total Green Space ft²	473523		

Figure 3-19: Segment 1B - Development at Holmes Crossing Activity Node (Floors 1-2)

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KEY POINTS

1. Helps to strengthen community / retail edge along MLK.
2. Builds into the existing fabric of both the community / retail and residential elements.
3. Provides additional green for a number of different users.
4. Provides ample parking within additional areas of asphalt along the MLK edge.
5. Maximizes underutilized existing.

N

SCALE: 1"=70'-0"

Figure 3-20: Segment 1B - Development at Holmes Crossing Activity Node (Floors 3-4)

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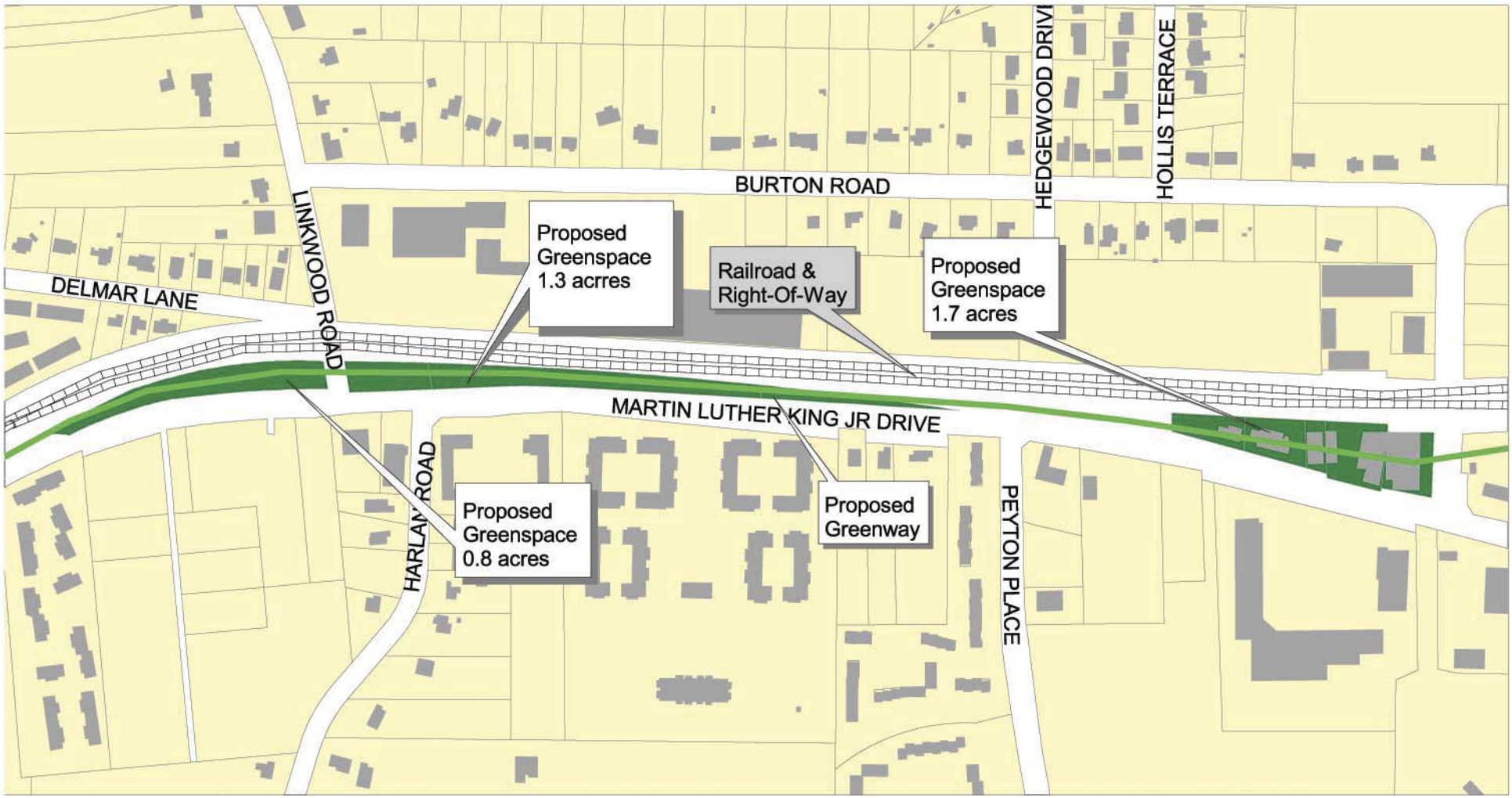

Figure 3-21: Segment 1B - Potential Greenspace with Greenway (Peyton Place to Harlan Road)

Proposed Greenway
Building Footprint (2004)
Proposed Greenspace
Railroad
Parcel

400 0 400 800 Feet

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MLK Jr. Drive at H.E. Holmes TOD Activity Node

- Proposed TOD at an existing MARTA Station
- Proposed development strengthens corridor street edge – more pedestrian friendly
- Proposed plan has been accepted by the community

This activity node, while one of the largest of the nodes studied, has already been the subject of an LCI study and much community input. With respect to the overall attitudes regarding urban design and land use for the corridor and the need for the MARTA station along the corridor to play a more vital role in the development of the corridor, the recommendation plan was to build upon what was already set in motion as a direction for the development of this MARTA station into a TOD. Figure 3-22 is the concept plan for the study and the following is a description of the activity node taken from the November 2002 H. E. Holmes LCI Report:

Key Concepts

The LCI Study Team developed the following key concepts to guide the proposed Concept Plan:

- *Define a neighborhood that balances the need of pedestrians, bicycles, transit and drivers.*
- *Create an interconnected street network that supports pedestrians as well as shorter local auto trips and transit.*
- *Mix land uses transitioning from medium-density mixed-use and multi-family closest to the MARTA station, to single-family homes at the edges, interspersed with neighborhood-retail nodes.*
- *Protect existing single-family neighborhoods and sensitively integrating them into the community plan.*
- *Encourage a diversity of new housing types and price points to reflect changing demographic needs, community desires, and the requirements to support retail in a mixed-use environment.*
- *Create a series of intimately scaled public squares, parks, community focal points, greenways, and natural open spaces.*

The Town Center

- *The mixed-use core of the LCI Study Area is proposed for the area around the H. E. Holmes MARTA station and MLK Drive within the vicinity of the station and generally within a ten-minute walk of the MARTA station.*
- *Because the area currently has no definable "center", this proposal creates a center on the MARTA property (see next section) and anchors the area by two distinct community parks.*
- *Throughout the Town Center, mixed-use buildings are encouraged on high-traffic streets, while single-use residential uses are located farther away. Most of these buildings do not exceed three stories, although slightly higher buildings are acceptable on the MARTA property. (See next section.)*
- *To create a manageable retail environment, reflect limited demand for retail space, and locate retail in workable locations, retail uses are focused along MLK Drive*

between Westland Drive and the intersection of MLK Drive and H. E. Holmes Drive. Retail could also locate along the park extending into the MARTA property. This location works especially well for restaurants, and rail-oriented convenience retail. Retail tenants in the Town Center should include more pedestrian-oriented destination uses, such as a sit-down restaurant, art galleries and small shops.

- *Including the south MARTA property, the Town Center is proposed to contain 200,350 square feet of new retail / commercial), 30,000 square feet of office, 651 new multifamily, four new townhouse units, 37 new live-work units, and 11,000 square feet of community space.*

Figure 3-22 on the below provides a graphic illustration of the H.E. Holmes Activity node per the H.E. Holmes LCI Study.

Figure 3-22: Segment 1B – H.E. Holmes LCI MARTA Station Concept Plan

Segment 1C Overview (H.E. Holmes Drive to West Lake Avenue)

MLK Jr. Drive at Westview Cemetery Redevelopment Node

- Provides a strong built zone between the edge of Interstate 20 and the edge of Westview Cemetery
- Provides enhanced streetscape and beautification
- Development could be phased and/or built in pieces
- Brings additional green space to the site
- Builds upon the typology of the existing residential buildings
- Maximizes underutilized land

The Westview Cemetery Redevelopment Node is located directly across the street (on the north side of MLK and south of Interstate 20) from the north edge of the historical Westview Cemetery. This site is a long, winding/gentle curving and narrow "wedge" in between MLK Drive and Interstate 20.

The design direction for the proposed plan would be based upon the following attitudes:

a. Strengthen the street edge with a combination of existing and proposed structures.
b. Introduce Commercial/Retail at the street level and increase the pedestrian activity/experience.
c. Regulate parking to the rear and inside of the occupied building footprint and use the parking structure with green space/garden space on tope to help reduce the noise and impact of the freeway.
d. Introduce a pattern/grid of buildings and open spaces.
e. Build to the edge of the sidewalk

This node differs from the other seven nodes identified for this study. It was included because of its need for and potential to redevelop. While it is not located at a major intersection, adjacent to a MARTA station or have any major and/or significant structures on the site, it does represent a number of different challenges and opportunities for redevelopment that can be found along the corridor that are not always found solely within one activity node.

The long, curving and rather thin site includes a number of surface parking lots located between buildings and the street, pushing the buildings to the rear (near the Interstate 20 edge). The design of the multi-family residential buildings included in this stretch lacks the open space and connectivity that would allow them to complement the beauty of the Westview Cemetery. The recommendation plan addresses these issues via the aforementioned items, but also via a street section that respects both the sensitive nature of the MLK edge and the imposing edge of the Interstate 20. Figure 3-23 shows the recommendations for the first two floors and Figure 3-24 shows recommendations for the second two floors of the Westview Activity Node.

	WEST VIEW CEMETERY NODE			
otal Site Acreage	6.3			
otal Commercial ft²	24189	Total Commercial Units		N/A
otal Residential ft²	145408	Total Residential Units		194
otal Parking ft²	88553	Total Parking Units		295
otal Green Space ft²	34922			

Figure 3-23: Segment 1C - Development at Westview Activity Node (1 & 2 Floors)


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Figure 3-24: Segment 1C - Development at Westview Activity Node (Floors 3 & 4)

MLK at West Lake TOD Activity Node

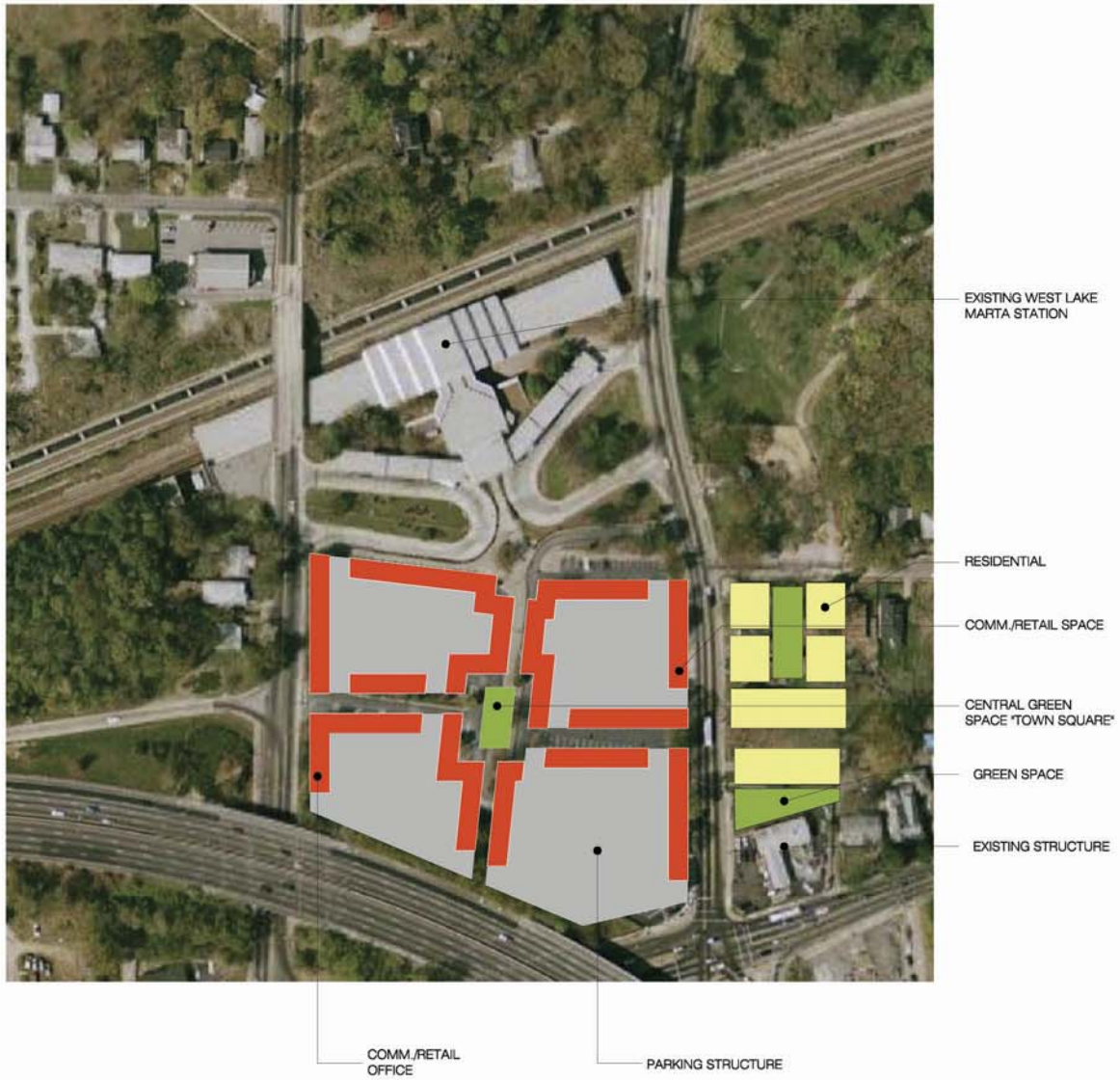
- TOD of Live/Work/Play elements
- Creates a retail circulation opportunities for both cars and pedestrians
- Creates a strong network of green spaces and living spaces
- Responds to the strong 'edge conditions' of both the community and Interstate 20
- Parking is well-integrated into the scheme with structured parking that will preserve the current number of spaces

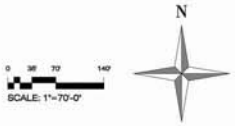
This activity node represents one of the best opportunities to bring economic development to the MLK Jr. Drive corridor. The West Lake MARTA Station activity node offers a great chance to test a true TOD to the corridor and the community.

The existing MARTA station site includes the station and four surface parking lots. The site layout discourages pedestrian access and creates confusing vehicular circulation. The site also appears isolated and disconnected from neighboring properties. The new development will provide places for people to live, work and play adjacent to the rail station and also provide a better transition from the station site to the neighboring community. The plan outlined introduces a network of new "interior connections" that address the internal and external circulation issues, while creating a central green space linking the four quadrants.

Each quad includes a multi-story, mixed-use building that houses commercial/retail and office space on the first and sometimes second levels with residential spaces located in upper floors. These elements would face all interior and exterior streets and still allow for vehicular access to an interior parking structure of two levels with a green space on the top level. While the four different quadrants are very strong as one collective element, they would still be quite strong as phased elements over time. The residential structures above are all composed of "U" shaped elements positioned about a central green space. While the majority of the proposed plan is located to the west of Westview Drive, there would also be a smaller element of the proposed development outside of the MARTA station site that would address some of the existing community fabric with additional residences (single and multi-family) and more green space. Figure 3-25 shows the recommendations for the first two floors and Figure 3-26 shows recommendations for the second two floors of the West Lake Activity Node.

In addition to the recommendations shown above, this study recommends more in-depth study of the West Lake activity node. For example, an LCI study of the area would allow for the study of a small, compact area that has tremendous regional impact due to the intersection of MARTA, Interstate 20, MLK Jr. Drive and the PATH system. The study should incorporate part or the entire Westview node as well.





	WEST LAKE NODE		
Total Site Acreage	11		
Total Commercial ft²	76954	Total Commercial Units	N/A
Total Residential ft²	296876	Total Residential Units	393
Total Parking ft²	156408	Total Parking Units	519
Total Green Space ft²	60608		

Figure 3-25: Segment 1C - Development at West Lake Activity Node (Floors 1 & 2)

KEY POINTS

1. Transit oriented development of Live Work and Play elements.
2. Creates retail circulation roads for both the vehicle and pedestrian.
3. Creating a strong network of green spaces and living spaces.
4. Responding to the strong edge conditions of both the elevated highway (I-20) and the community.
5. Parking is well integrated into the scheme without displacing any existing parking.

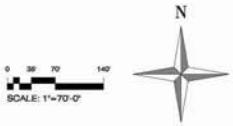


Figure 3-26: Segment 1C - Development at West Lake Activity Node (Floors 3 & 4)

Segment 3 Overview (Lowery Boulevard to Northside Drive)

MLK Jr. Drive at Lowery Boulevard TOD Activity Node

- Builds up redevelopment/renovation of existing buildings and sites
- Promotes more pedestrian activity with building elevations and street facades
- Maintains consistency with the Historic Westside Village Plan

The eastern most activity node would be best defined as a development that stitches and weaves itself into the existing fabric and other planned future developments. Located at the intersection of Lowery Boulevard and MLK Jr. Drive, the program for this activity node would represent commercial/retail, office space, residential and open space. A major task for this activity node will be in its ability to become an active part of the immediate urban fabric and surrounding community, especially that of the proposed historic Westside Village, and occupy a large super block area from Lowery Boulevard to J. P. Brawley along the north side of MLK Jr. Drive. The recommendation addresses the intersection of Lowery Boulevard and MLK Jr. Drive as well as adjoining buildings and vacant lots along both of these street edges.

The recommended mixed-use plan builds around a program of commercial/retail and office space on the first and second levels with residential loft like spaces located on upper floors. Surface parking lots along the street edge would move to the rear with alley access. Through a careful inventory of the existing structures, development would take place within existing/renovated buildings as well as new construction. Figure 3-27 on the following pages shows the graphical representation of this activity node.

Historic Westside Village Illustrative Plan (2005)

The Activity Node includes the Historic Westside Village, a mixed-use project under development prior to this study and shown to the right (a larger size plan can be found in Appendix 1). Recommendations for the node took the development as a given and fully incorporate its plans. While not a TOD comparable to the size of the Holmes MARTA Station TOD, it is still one that serves a very strong and culturally rich community. This MARTA station also serves as a major form of circulation for many students of the Atlanta University Center located just southeast of the Lowery/MLK intersection and along the southern and northern (past J. P. Brawley) edge of MLK.

LOWERY NODE			
Total Site Acreage	3		
Total Commercial ft²	52223	Total Commercial Units	N/A
Total Residential ft²	45988	Total Residential Units	62
Total Parking ft²	9787	Total Parking Units	34
Total Green Space ft²	N/A		

1. COMM./RETAIL/OFFICE @ GROUND LEVEL W/ RESIDENTIAL ABOVE.
   -PARKING AT REAR VIA ALLEY.
2. TWO LEVEL-COMM./RETAIL @ GROUND & LIVE, WORK/OFFICE ABOVE.
   -PARING TO THE REAR.
3. TWO LEVEL RESIDENTIAL/LIVE WORK.
4. TWO LEVEL COMM./RETAIL/OFFICE.
5. COMBINATION OF 1 & 2 STORY COMM./RETAIL/OFFICE W/ PARKING TO THE REAR.

Figure 3-27: Segment 3 - Development at Lowery Boulevard Activity Node

N

SCALE: 1"=40'-0"

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Future Land Use and Zoning Recommendations

The Future Land Use and Zoning component of the recommendations focus primarily on the activity nodes. The recommendations call for an increase in mixed use, both vertically and horizontally, while preserving and protecting existing single-family neighborhoods from commercial and multifamily encroachment. The zoning recommendations would concentrate activity into walkable cores, rather than dispersed auto-oriented strip shopping centers. Residential options within the study area are increased through the provision of areas for future town homes, small lot single-family, and multi-family housing within close proximity to new businesses and parks.

The MLK Jr. Drive Corridor Transportation Study recommendations foster redevelopment that will create an attractive investment environment as well as a highly "livable" environment. High quality architectural materials and building styles, inviting public gathering spaces, and convenient access to a broad range of consumer services characterize such livable environments. The future land use and zoning recommendations for the activity nodes proposes a diverse mix of uses in close proximity to services, employment and recreation that brings consumers, employees and user groups to livable environments.

In addition to development projects identified in the study, public improvements associated with the concepts and the relationship of future land uses proposed, specific development goals and policies are promoted with the Quality of Life zoning districts (MR, MRC, and LW). These districts require pedestrian-friendly streetscapes and building form. These form the foundation of Future Land Use and Zoning strategies recommended in this portion of the MLK Jr. Drive Corridor Transportation Study.

Summary of Recommended Strategies

The following sub-sections will outline Future Land Use and Zoning recommendations organized by segments (Segments 1A, 1B, 1C, 2 and 3) along with maps.

Segment 1A Overview (Fulton Industrial Boulevard to Interstate 285)

Future Land Use (see Figure 3-28)

1) Change from Low Density Commercial to Mixed-Use

Zoning (see Figure 3-29)

2) Change from Commercial (C1 and C1C) to Mixed Residential Commercial (MRC1)
3) Change from Commercial (C1) to Mixed Residential Commercial (MRC1)

Segment 1B Overview (Interstate 285 to H.E. Holmes Drive)

Future Land Use (see Figure 3-30)

4) Change from Medium Density Residential to Mixed-Use
5) Change from Low Density Commercial to Mixed-Use
6) Change from Industrial to Mixed-Use

7) Change from High Density Commercial to Mixed-Use
8) Change from Low Density Commercial to Mixed-Use

Zoning (see Figure 3-31)
9) Change from Residential (RG 3) to Mixed Residential Commercial (MR 3)
10) Change from Commercial (C1, C1 C and C2 C) to Mixed Residential Commercial (MRC 1)
11) Change from Residential (RG 3) to Mixed Residential (MR 3)
12) Change from Industrial (I1 and I2) to Live Work (LW)
13) Change from Commercial (C1 and C1 C) to Mixed Residential Commercial (MRC 1)
14) Change from Commercial (C1 C, C2 and C3) to Mixed Residential Commercial (MRC 2)
15) Change from Residential (RG 3) to Mixed Residential (MR 3)

Segment 1C Overview (H.E. Holmes Drive to West Lake Avenue)

Future Land Use (see Figure 3-32)
16) Change from Single Family Residential (SFR) to Mixed-Use (MU)
17) Change from Low Density Commercial (LDC) to Mixed-Use (MU)
18) Change from Low Density Commercial (LDC) to Mixed-Use (MU)

Zoning (see Figure 3-33)
19) Change from Commercial (C2) to Mixed Residential Commercial (MRC 2)
20) Change from Commercial (C1 and C1 C) to Mixed Residential Commercial (MRC 1)
21) Change from Residential (RG 3) to Mixed Residential (MR 3)
22) Change from Residential (R4) to Mixed Residential Commercial (MRC 1)
23) Change from Commercial (C1) to Mixed Residential Commercial (MRC 1)
24) Change from Residential (R4) to Mixed Residential Commercial (MRC 1)

Segment 2 Overview (West Lake Avenue to Lowery Boulevard)

Future Land Use (see Figure 3-34)
26) Change from Low Density Commercial (LDC) to Mixed-Use (MU)
26) Change from Low Density Residential (LDR) to Open Space (OS)

Zoning (see Figure 3-35)
27) Change from Commercial (C1) to Mixed Residential Commercial (MRC 1)

Segment 3 Overview (Lowery Boulevard to Northside Drive)

Future Land Use and Zoning (see Figure 3-36)
28) No changes, maintain current Special Public Interest (SPI) Zoning
- No Land Use changes and recommendations at Activity Nodes
- No Zoning changes and recommendations at Activity Nodes
- Maintain consistency with Historic Westside Village Plan

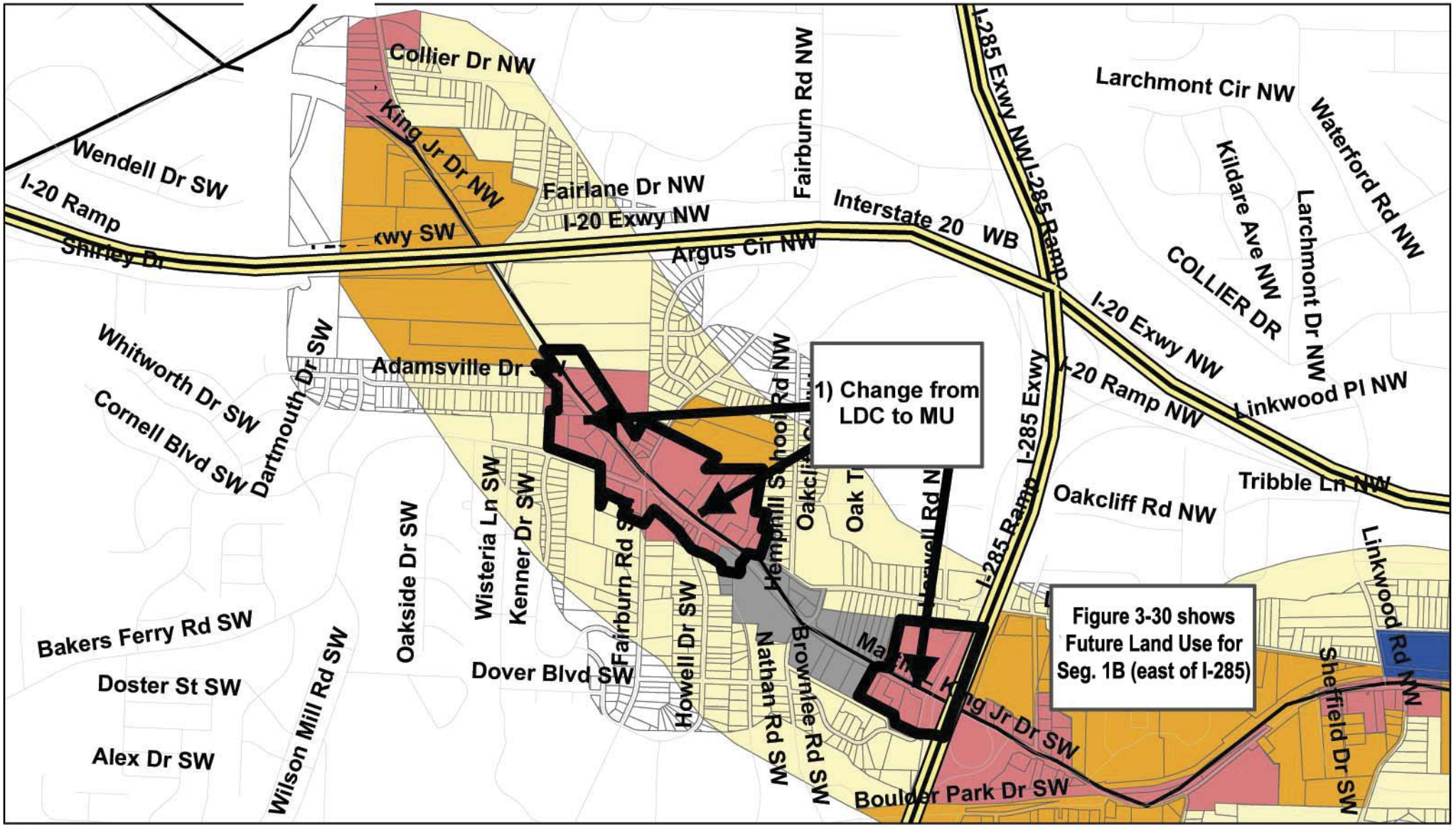

Figure 3-28: Segment 1A - Proposed Future Land Use

- High Density Commercial (HDC)
- High Density Residential (HDR)
- Industrial (I)
- Low Density Commercial (LDC)
- Low Density Residential (LDR)
- Medium Density Residential (MDR)
- Mixed-Use (M-U)
- Office-Institutional (O-I)
- Open Space (OS)
- Single Family Residential (SFR)

0 0.4 Miles

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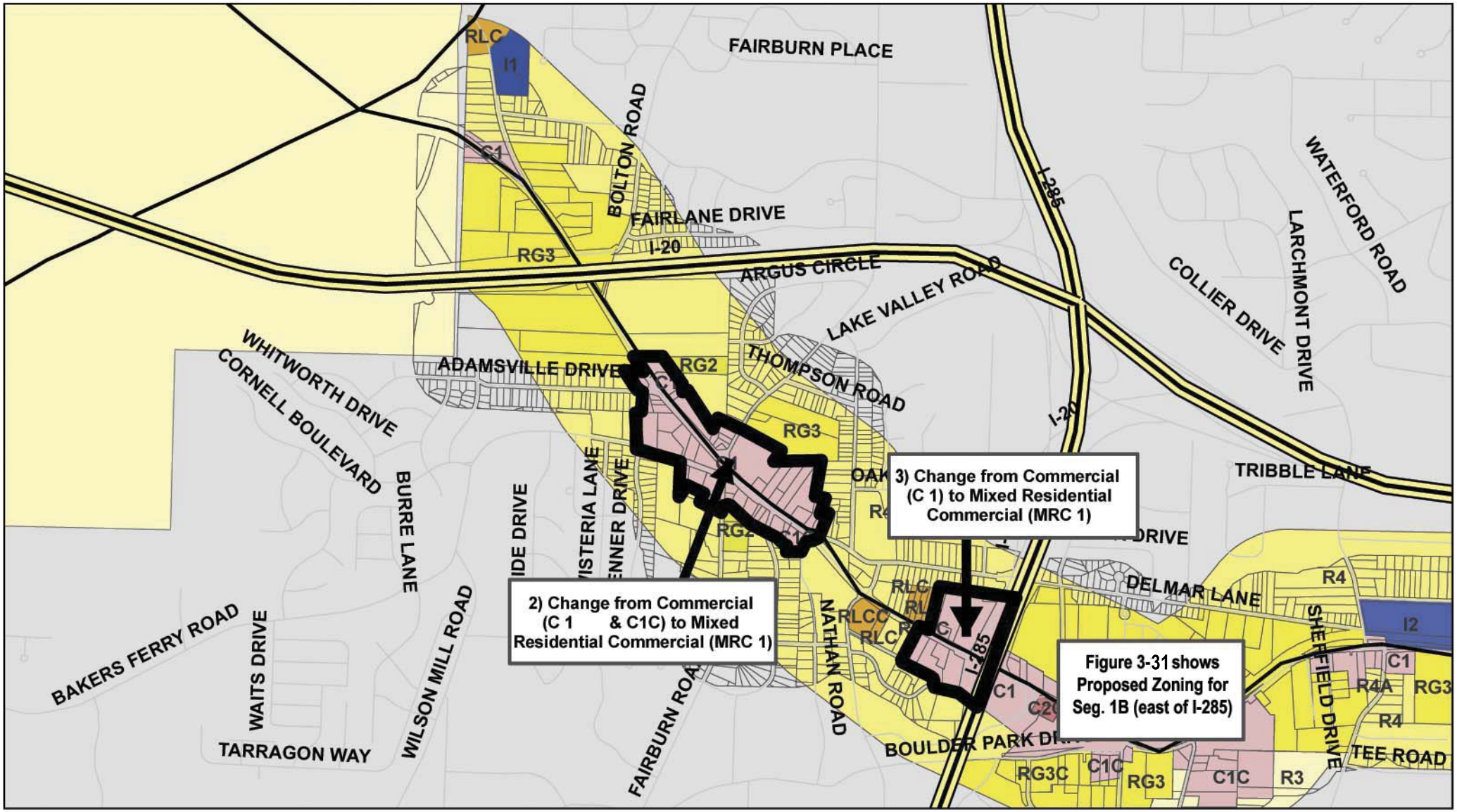

Figure 3-29: Segment 1A - Proposed Zoning

- Commercial Zoning
- Industrial Zoning
- Residential Zoning
- Special Public Interest Zoning
- Planned Development Zoning
- Office/Institutional Zoning

0 0.5 Miles

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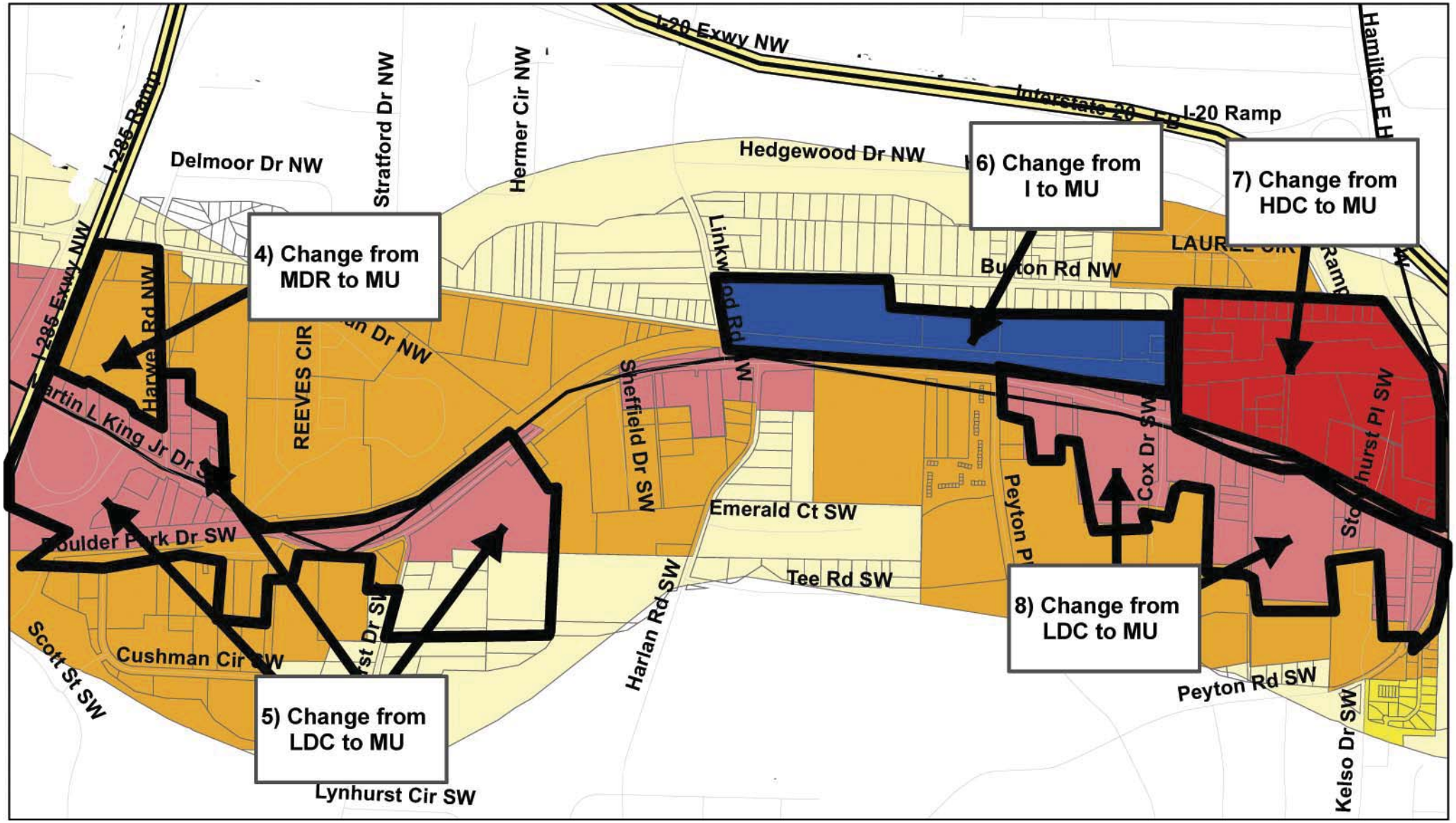

Figure 3-30: Segment 1B - Proposed Future Land Use

- High Density Commercial (HDC)
- High Density Residential (HDR)
- Industrial (I)
- Low Density Commercial (LDC)
- Low Density Residential (LDR)
- Medium Density Residential (MDR)
- Mixed-Use (M-U)
- Office-Institutional (O-I)
- Open Space (OS)
- Single Family Residential (SFR)

0 0.2 Miles

Martin Luther King Jr. Drive Corridor Transportation Study
EDUCATION
NEIGHBORHOOD
COMMERCE

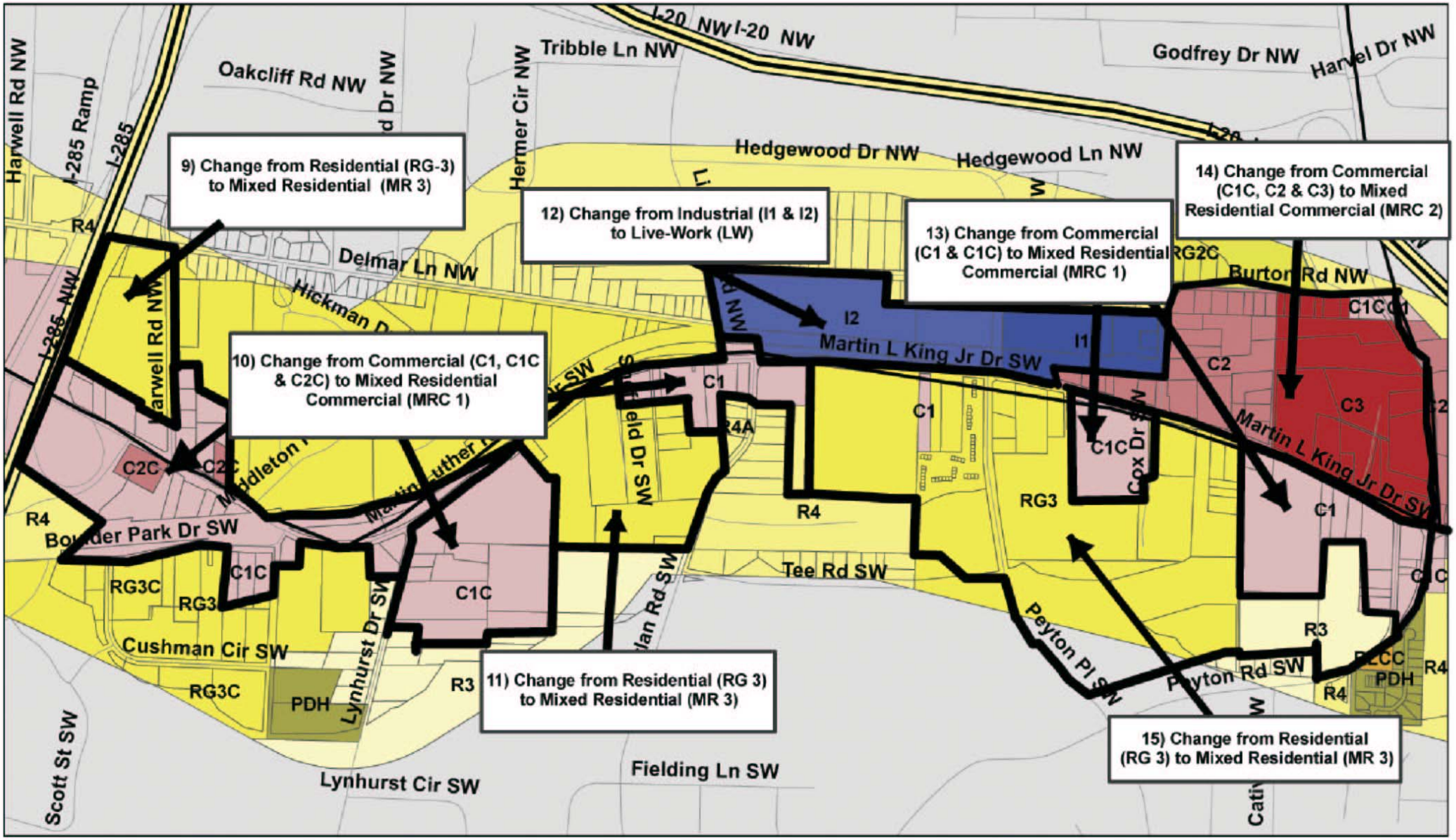

Figure 3-31: Segment 1B - Proposed Zoning

- Commercial Zoning
- Special Public Interest Zoning
- Industrial Zoning
- Planned Development Zoning
- Residential Zoning
- Office/Institutional Zoning

0 0.4 Miles


Martin Luther King Jr. Drive
Corridor Transportation Study
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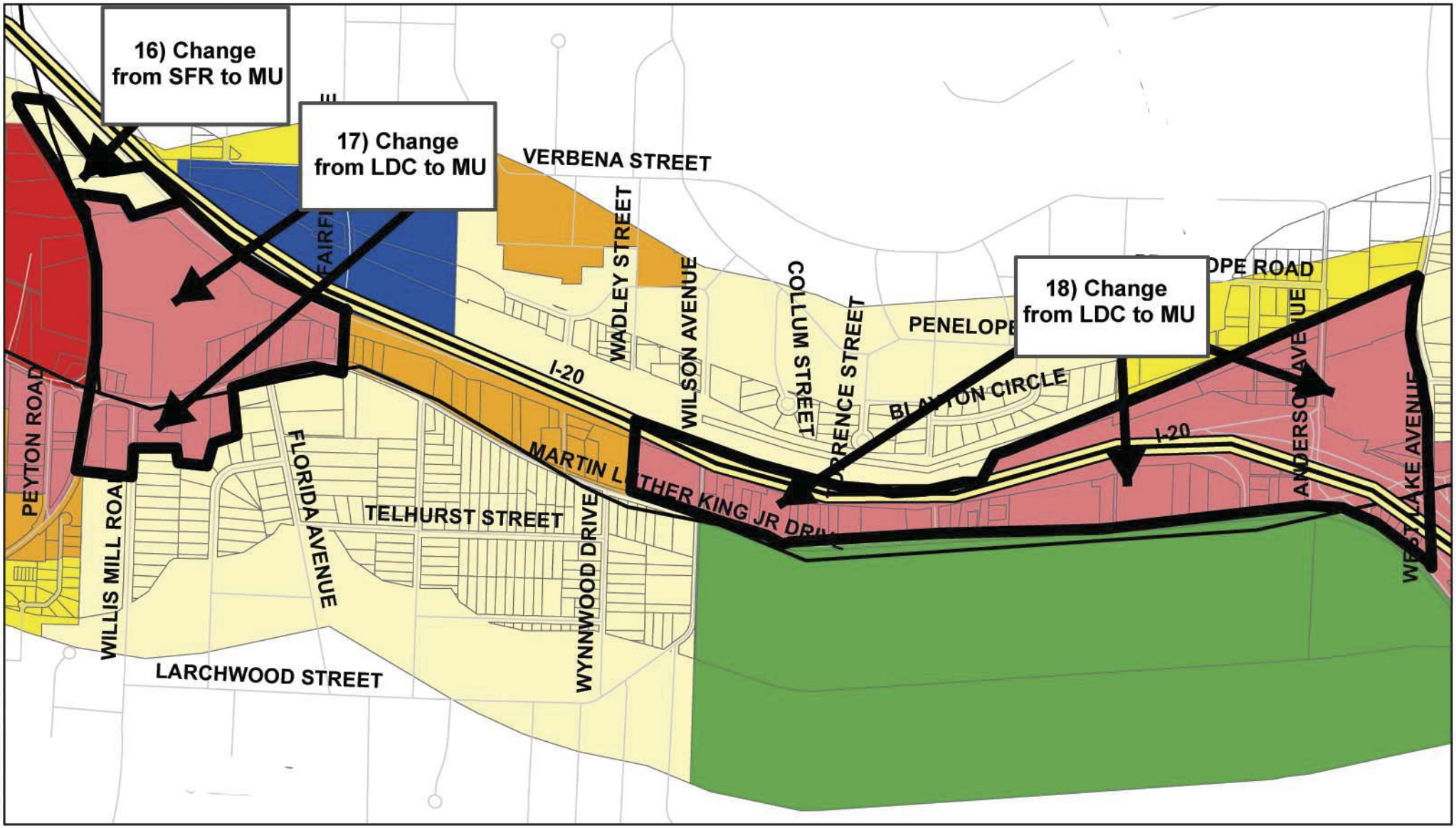

Figure 3-32: Segment 1C - Proposed Future Land Use

- High Density Commercial (HDC)
- High Density Residential (HDR)
- Industrial (I)
- Low Density Commercial (LDC)
- Low Density Residential (LDR)
- Medium Density Residential (MDR)
- Mixed-Use (M-U)
- Office-Institutional (O-I)
- Open Space (OS)
- Single Family Residential (SFR)

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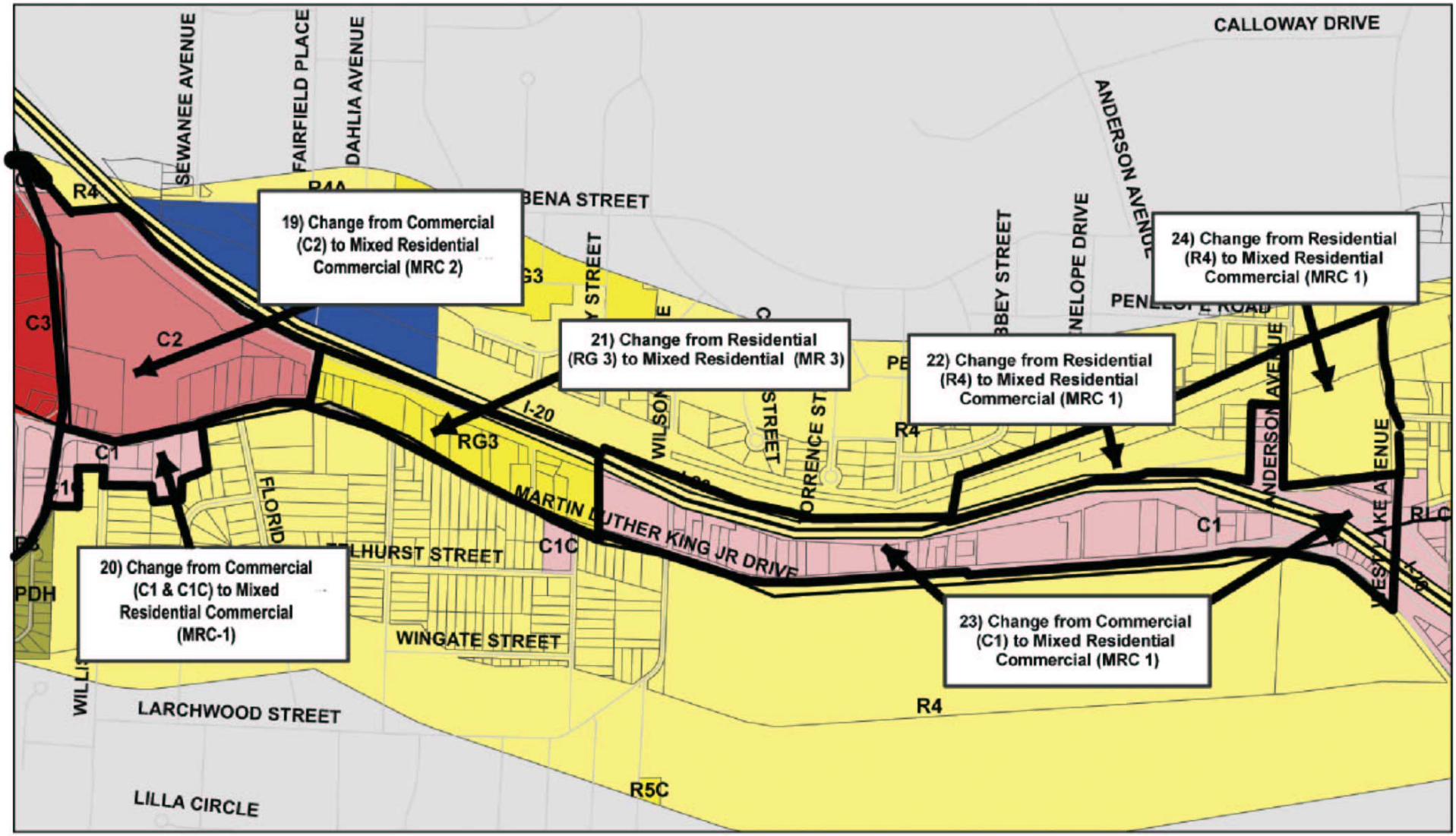

Figure 3-33: Segment 1C - Proposed Zoning

- Commercial Zoning
- Industrial Zoning
- Residential Zoning
- Special Public Interest Zoning
- Planned Development Zoning
- Office/Institutional Zoning

0 0.2 Miles

Figure 3-34: Segment 2 - Proposed Future Land Use

- High Density Commercial (HDC)
- High Density Residential (HDR)
- Industrial (I)
- Low Density Commercial (LDC)
- Low Density Residential (LDR)
- Medium Density Residential (MDR)
- Mixed-Use (MU)
- Office-Institutional (O-I)
- Open Space (OS)
- Single Family Residential (SFR)

0 0.2 Miles

Martin Luther King Jr. Drive Corridor Transportation Study
EDUCATION
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COMMERCE

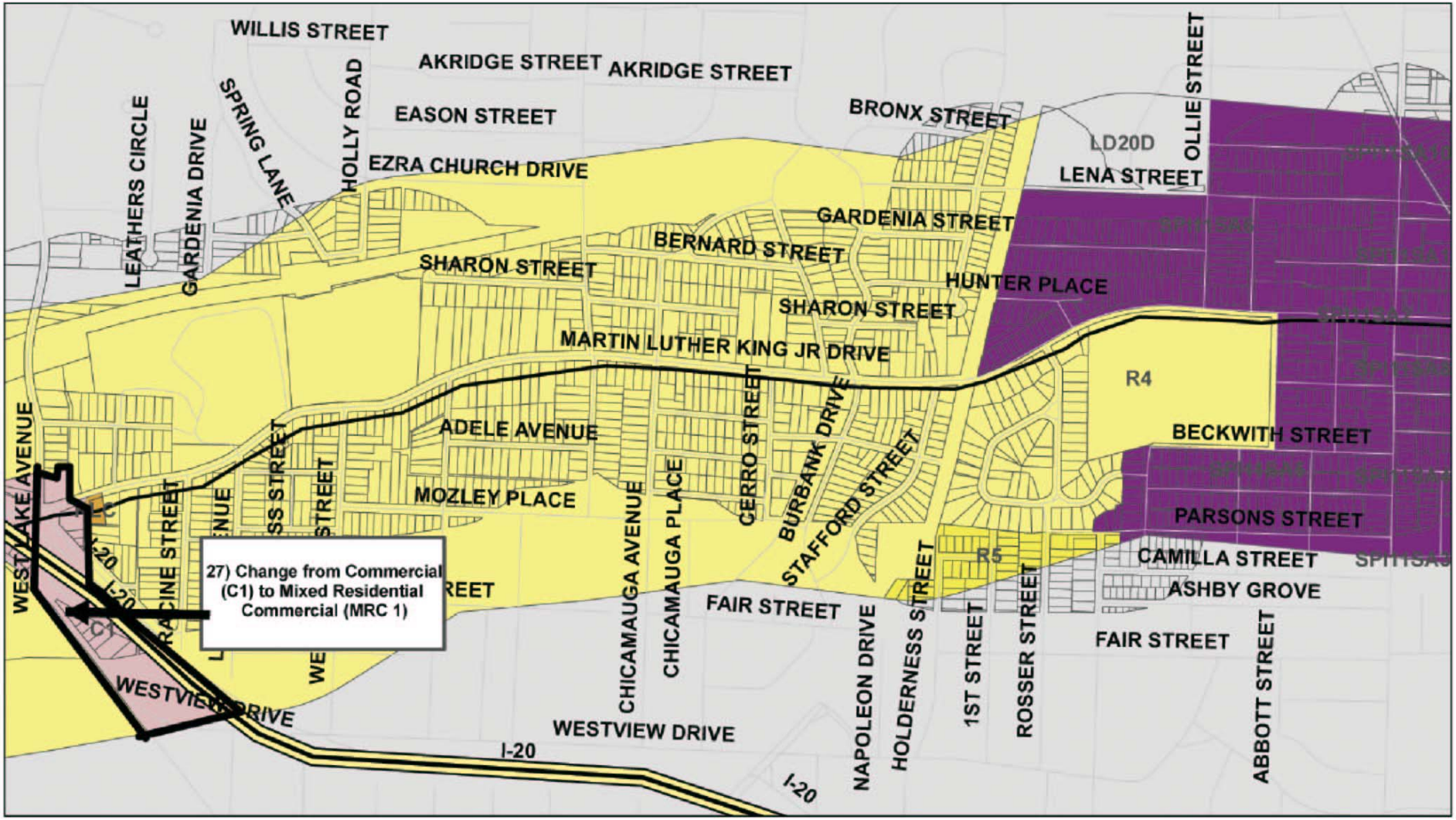

Figure 3-35: Segment 2 - Proposed Zoning

- Commercial Zoning
- Industrial Zoning
- Residential Zoning
- Special Public Interest Zoning
- Planned Development Zoning
- Office/Institutional Zoning

0 0.4 Miles


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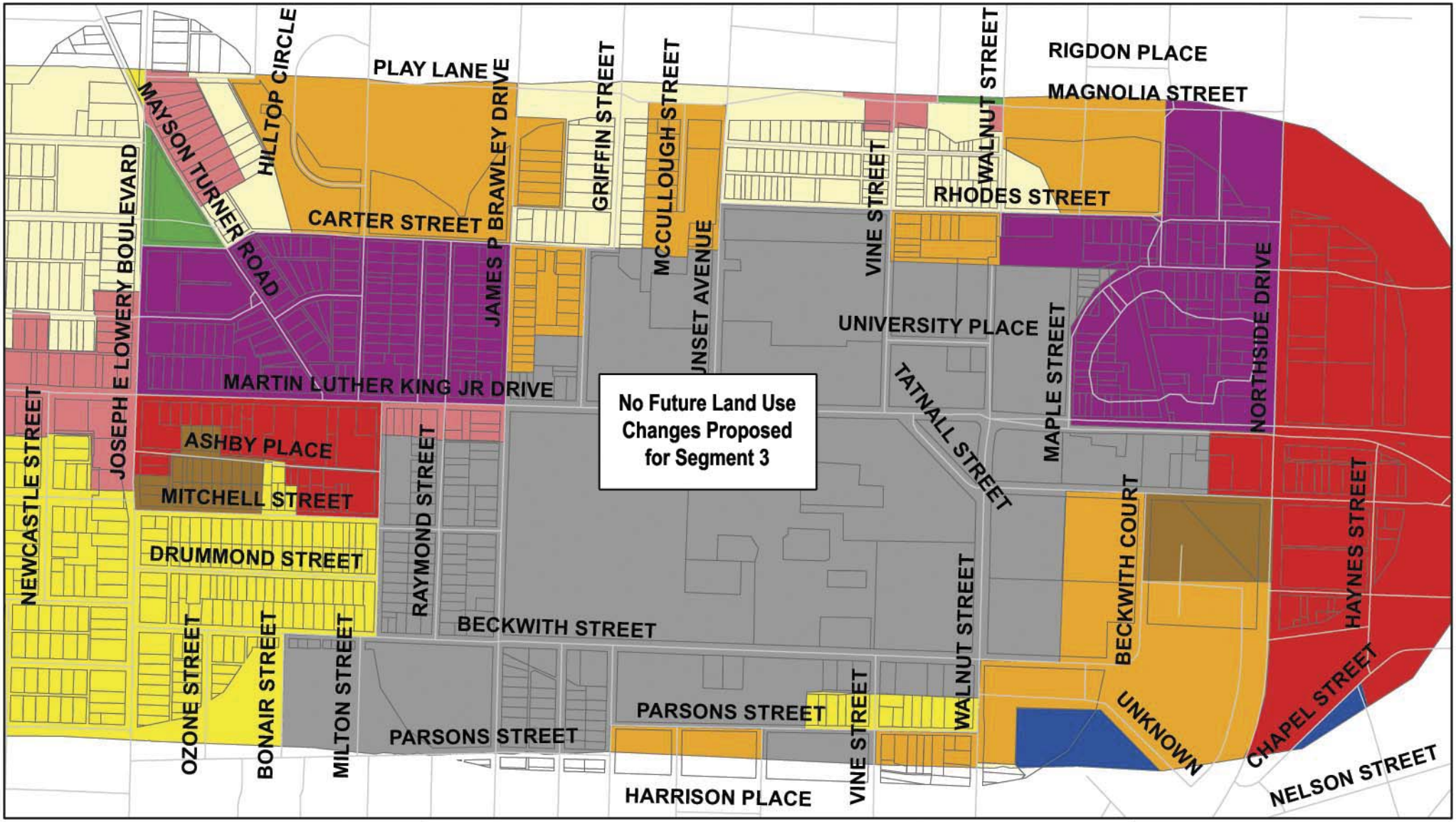

Figure 3-36: Segment 3 - Proposed Future Land Use

- High Density Commercial (HDC)
- High Density Residential (HDR)
- Industrial (I)
- Low Density Commercial (LDC)
- Low Density Residential (LDR)
- Medium Density Residential (MDR)
- Mixed-Use (M-U)
- Office-Institutional (O-I)
- Open Space (OS)
- Single Family Residential (SFR)

0 0.16 Miles

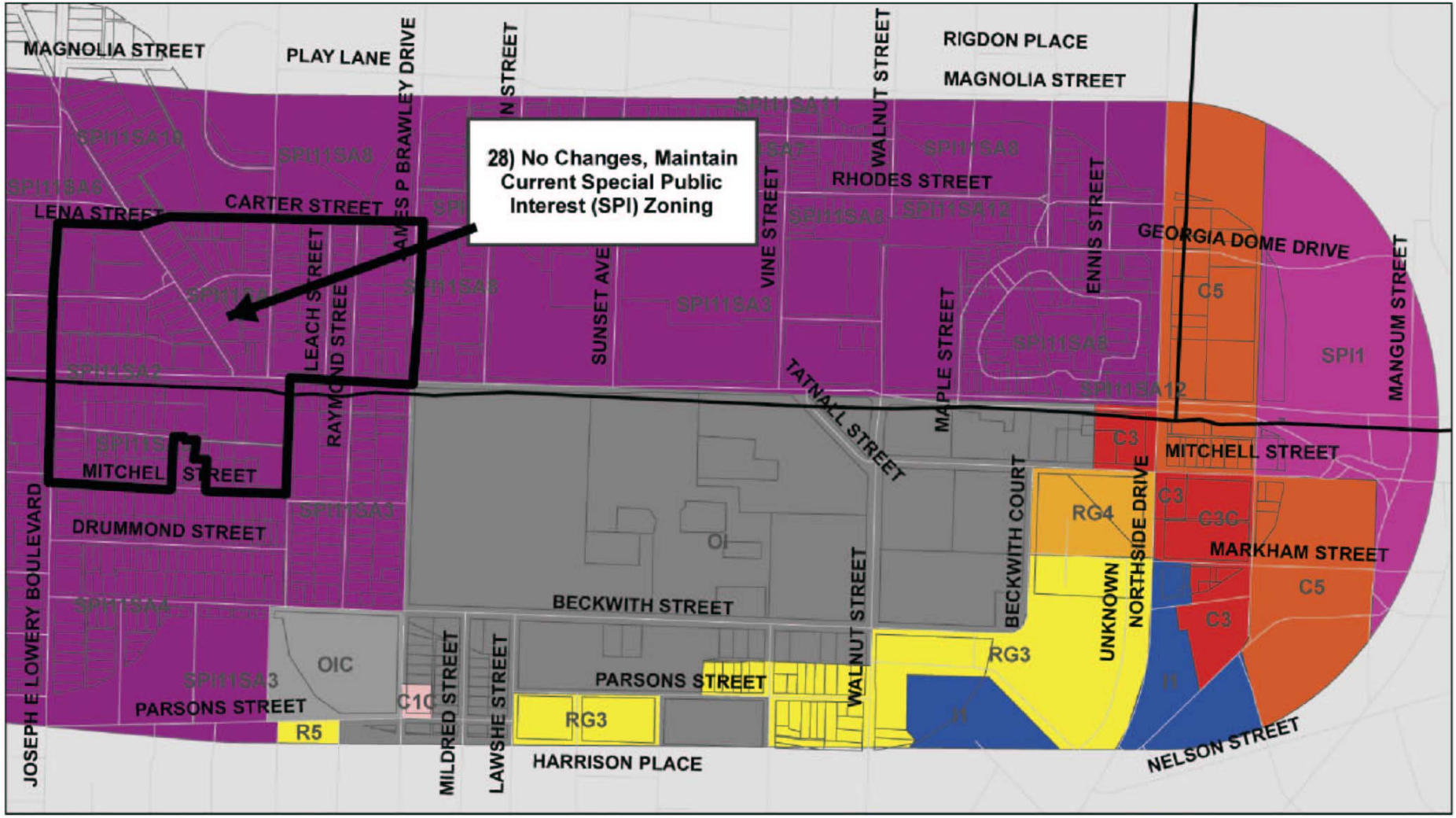

Figure 3-37: Segment 3 - Proposed Zoning

- Commercial Zoning
- Special Public Interest Zoning
- Industrial Zoning
- Planned Development Zoning
- Residential Zoning
- Office/Institutional Zoning

0 0.15 Miles


Martin Luther King Jr. Drive
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Economic Development Regulations

General Recommendations

In order to have the best long term chances for successful revitalization, the mind set for the Martin Luther King study area should be to embrace the MLK study area's predominantly African American population and culture and target development that will both benefit from and serve the community. A mixed use, community concept can help maximize redevelopment opportunities by creating a destination for people to come.

- *Maximize income and employment opportunities.* Actively recruit employers to locate in the area and further provide a supply of a trained workforce living in the neighborhood. Often extensions of government offices or large, locally based firms with an invested interest in community image are good candidates.
- *Reduce crime.* One of the most desired improvements echoed throughout public involvement meetings and interviews with developers was to reduce crime in the area. The community feels that a successful revitalization is dependent on more police presence in the area, including additional mini-police precincts so that citizens are able to interact throughout the community in a safe manner. Additional ways that may also provide crime reduction include such things as Neighborhood Watch Programs, other crime prevention programs that the city Police Department may offer.
- *Develop a theme or brand name*. A theme or brand name will identify the corridor as a destination. This can be accomplished by tapping into the historical and cultural importance of this corridor.
- *Promote African-American and other minority owned-businesses.* One way to begin this process may be to gather the current minority owned business owners in the study area and address current needs and concerns. In addition, it may be useful to educate those in the area about the available tax incentives that currently exist for minority business owners, job credits, redevelopment zone/opportunity zone credits, etc. An incubator for black business start ups. Small businesses are the cornerstone of our economy and are vital to the redevelopment efforts in the study area. ADA , DCA, City of Atlanta and some other agencies provide a series of programs to help small businesses and entrepreneurs (**http://www.atlanta.com/entprnrSmallBus/creditsincentives.jsp**)
- *Further organize the role of the city and community organizations.* This will allow the area residents an opportunity to be aware of what is happening and a place for developers and business prospects to receive information. One such example of this is the West Philly Data InfoR which provides complete information on the community demographics, history, resources, vacant properties, etc.
- *Meet the human service needs of low and moderate income residents.* A general improvement in the physical and economic conditions along the corridor will not produce an improvement in the quality of life for low and moderate income residents. Quality and affordable public services and facilities are needed for everyone who lives in the area, but it is vital to the well being of low income residences or those with special needs. For instance, a large, health center along the transit friendly area would provide residents with access to quality health care.

Target Markets

University Based Development

The Atlanta University Center offers a big opportunity for economic development. An example of a university base development in a similar demographic area is the University City neighborhood in Philadelphia. University City is home to the University of Pennsylvania, Drexel University, and others universities with more than 40,000 students. The conglomeration of institutions gives the neighborhood a core employment base to the area and over the last few decades, has lead revitalization efforts. A well organized mix of apartments, dormitories, and residential housing drape the neighborhood, providing a perfect home away from home for college students and an ideal university environment for faculty and staff. Neighborhood theaters, restaurants, and retail draw customers from a mix of students, residents, and those living outside the area.

While the AUC institutions are actively involved and support the MLK study area revitalization, this renewal process could also provide an active role for education and make opportunities for students, professors and staff. Continuing the mix of student dormitories, apartment developments, and residential housing - also targeting the area institutions' staff and professors will create a stable base for further development in the area. The young student base also provides for more restaurants, services, retail, and particularly evening entertainment such as music venues and movie theaters. There is a very active group in the Historic West End community called the University Community Development Corporation (UCDC) that is heavily involved in community infill development and rehabilitation. The (UCDC) is a not-for-profit, community-based corporation supported by The AUC Inc. Since 1988, the purpose of the UCDC has been to improve the physical neighborhood and enhance the quality of life for the more than 15,000 residents in the areas adjacent to the Atlanta University Center (AUC). This is done by:

1. Developing sustainable communities that include both market rate and affordable housing with an emphasis on quality, affordable home ownership;
2. Acquiring and reconstructing quality housing which include rental and for-sale units for affordable and mainstream household incomes;
3. Promoting economic development including small business development, job creation, and commercial retail development in our neighborhoods.

UCDC and the Westside communities work together in areas of common interest regarding the growth and development of our neighborhoods. In 2001, they facilitated The Greater Atlanta University Community assessment. This assessment is used as a guide to fulfill the community's mission of housing, commercial and economic development. It represents a collaborative effort by community organization leaders, residents, Neighborhood Planning Unit (NPU) leaders and AUC member institutions. The website for this organization is http://www.ucdc.aucenter.edu

MARTA Transit Oriented Developments Base

The Lindbergh Center Transit Oriented Development (TOD) in Atlanta has been noted nationally as an example of an innovative and successful TOD. In 1999, BellSouth, one of the largest employers in the Atlanta area, consolidated Atlanta offices into three locations along MARTA to cut costs and help decrease traffic and sprawl in the area. The corporation also based their location on their employee demographics, including commuting patterns and housing locations. The company

received many tax credits and many incentive programs for employees using MARTA and van and car pools. In addition, the outlying MARTA stations include secured garages with computer hookups and phones to reduce any delay to their employee ability to conduct business.

The BellSouth move has ignited redevelopment in the area. Many blighted rental apartment buildings have now been torn down, new apartment buildings are underway and old, outdated strip malls are in the process of being replaced with new mixed-use development thus, giving rise to an the urban village concept around the MARTA station.

While the demographics around the Lindbergh Center TOD are not entirely similar to those around the MLK study area, it does contain several elements to consider as a potential outline for success around the MLK West Line stations. The following list outlines specific economic development ideas for the corridor related to the nodal development and TOD pattern promoted by the study:

- Appeal to a large employer to locate in the area near a transit station and supply them with a trained workforce from the neighborhood, thereby creating a dual purpose –bring income into the community and create employment opportunities for existing residents. The addition of an African American and minority business incubator, and an African American or minority business or business center would also bring positive results. The Department of Labor currently has a workforce development center located at the Hightower Shopping Center. Government offices provide a logical target for this area and this type of development. This could also be heightened by the university-based area with a site for education and training, arts, etc.
- Offer major incentives to encourage such a Transit Oriented Development. While incentives are costly, such a development would benefit the community by generating revenue and increasing area income at the same time. As outlined in the Section 4: Implementation, the city should use Quality of Life Bond and existing West Side Tax Allocation District revenues to make needed infrastructure improvements. The city should also encourage Urban Enterprise Zone participation along the corridor in the locations outlined in Section 4.
- Pursue successful African Americans in the music and entertainment industry to locate in the area and contribute to the needs of the community. One of the target industries is the music, film, and video production industry as having a great potential for job creation. A specific action item is to create forum to identify infrastructure needs and address the feasibility of development facilities.
- Promote training programs that supply skilled employees to health services providers. Create and facilitate a new industry form to support the growth of health services. Partner with Atlanta Public Schools to develop health services high school program. Support and grow companies in university based incubators. Identify and promote development opportunities near university campuses that will attract faculty, students, and businesses into the city. Coordinate with Universities and business community to ensure fit between continuing education and university extension programs and workforce development needs.
- Recruit traditional businesses that meet the local community needs and possibly incorporate ethnic themes such as day cares, dry cleaners, drug stores, grocery stores, banks, gyms, restaurants, clubs, and entertainment arenas.

- Further educate the community on housing opportunities. This includes the numerous mortgage loan programs such as the SMART loan for living in housing within a quarter mile of a MARTA Transit Station, CDBG funds for housing rehabilitation and renovations, and enterprise zone tax exemptions.
- Finally, it is important to stress that transit passengers are customers who spend money. As stated in the existing transit conditions report for this study, the average passenger boardings on the West Line stations for FY 2004 are 17,000 on weekdays, 15,200 on Saturdays, and 10,000 on Sundays. Therefore, TOD businesses would not only serve local residents but could also capture market share from transit riders originating and terminating in other parts of the city.
- In addition, MARTA's West Line extension plan will not only increase the retail market potential from expanded transit ridership and commercial development, but also the residential housing demand as planned around the Adamsville / I-285 HRT Station Area Concept. It also moves some of the end of the line parking needs from HE Holmes, thus, opening up additional land for new development.

Shopping Streets

Current research has shown that residents will consider returning to urban neighborhoods if they are properly served by retail operations that offer day to day goods and services in a convenient, cost-competitive setting. Communities are finding that neighborhood shopping streets that combine small, locally owned businesses with nationally recognized stores into active main streets serve as an amenity for new residents. The new development on Moreland Avenue provides a prime example of urban in-fill development currently taking place within the City. Additional studies to examine the feasibility of redeveloping existing shopping centers and attracting national retailers should be conducted for Northside Drive, Lowery Street, Lynhurst Road and Fairburn Road. Incentives, such as those described in the above section, should also be used to attract new development.

Interstate Interchanges

Community residents expressed a strong desire for sit down restaurants and expressed their frustrations with their inability to attract a national brand, full service restaurant. The consumer spending patterns and effective buying income suggests that while the study residents may not be able to support such establishments alone, the location decision of these establishments are often driven by daily traffic. The interstate interchanges along the MLK corridor may provide this opportunity. The Interstate 285 area currently contains vacant properties and land which would be an ideal place for restaurants and hotels which were specified by many residents at public meeting for the study. As mentioned above in relation to transit passengers, pass through traffic should be looked at as potential market area.

Economic Development Incentives

Tax Allocation Districts

A small portion of the eastern study area of the corridor lies within the Westside TAD. Revenues generated through property appreciation in these areas can be used within the tax allocation district to fund local improvement projects. In addition, the proposed BeltLine TAD would also cross MLK Jr. Drive. While the original TAD proposed does not encompass any of the corridors, this

study recommends that the city amend the proposed TAD to include the MLK Jr. Drive corridor between Lowery Boulevard and West Lake Avenue. Including this portion of the corridor would provide additional funding mechanisms for implementing the streetscape and sidewalk improvements needed to connect the corridor to the BeltLine.

Atlanta Renewal Community Program

A portion of the study area is located within the Westside Renewal Community area. Projects within the Renewal Community are be eligible for significant tax incentives, such as tax credits, tax deductions, capital gains exclusions and bond financing. The Westside Renewal Community area combines six communities linked by Ralph David Abernathy Boulevard, MLK Jr. Lowery Boulevard, Northside Drive and Simpson Road. Communities in this cluster include West End Historic District, Vine City/ Lowery Boulevard, Simpson Road Corridor, Lee Street/Murphy Avenue Corridor, Greater

Designated as a Renewal Community by the Department of Housing and Urban Development (January 2002), Atlanta is eligible to share in an estimated $17 billion in tax incentives to stimulate job growth, promote economic development and create affordable housing in areas suffering from disinvestment and decline. In accepting the designation, the Renewal Community will replace the City of Atlanta's Empowerment Zone (EZ). The appendix includes more information about Renewal Communities.

Established by the 2000 Community Renewal Tax Relief Act, the Renewal Community Initiative encourages public-private collaboration to generate economic development in 40 distressed communities around the country. Atlanta will receive regulatory relief and tax breaks to help local businesses provide more jobs and promote community revitalization. The City of Atlanta will utilize tax credits, tax deductions, capital gains exclusions and bond financing.

Urban Enterprise Zone Program

An Urban Enterprise Zone (UEZ) is a designated district within a depressed area where the City of Atlanta and Fulton County may abate ad valorem taxes on new development, rehabilitation and certain inventories in order to encourage private investment and expand the tax base. The City may also waive development impact fees associated with development within enterprise zones. A recent study commissioned by the Atlanta Development Authority, *Comparative Analysis of Redevelopment Incentive Tools (November 2005)*, recommended using UEZ's at activity nodes along the MLK Jr. Drive corridor to spur development. The ADA study recommended using UEZ's at the following locations along corridor (timing of UEZ recommendation shown in parenthesis):

- West Lake MARTA Station (mid-term opportunities)
- H.E. Holmes MARTA Station (near-term opportunities)
- Lynhurst Drive (long-term opportunities)
- Interstate 285 (long-term opportunities)
- Fairburn Road (mid-term opportunities)
- Interstate 20 (Adamsville) (mid-term opportunities)